

Checklist To Increase
**Social Media
Engagement**



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Marketers love to use social media to promote their brand/products/services/content because it is the most cost-effective way. Social media engagement is correlated to the success of your social media marketing. That's why you should always look to increase your social media engagement.

Here is a checklist of things you could do to increase your social media engagement:

1	Optimize your website for mobile devices .	✓
2	Create and join groups/communities relevant to your industry's niche.	✓
3	Actively participate and start discussions within these groups/communities.	✓
4	Follow followers of famous bloggers/influencers in your industry.	✓
5	Leave positive comments on other blogger's post that is helpful to you.	✓
6	Reach out to bloggers and ask them if they want to trade comments.	✓
7	Share high-quality content from other blogs to your audience.	✓
8	Curate content of famous bloggers and tag them.	✓
9	Participate in Twitter chats.	✓
10	Show your support for meaningful social causes.	✓
11	Add social media sharing buttons on your blog.	✓
12	Create polls/survey.	✓
13	Organize Q&A sessions.	✓
14	Run social media contests .	✓
15	Post frequently and consistently.	✓
16	Write in conversational tone .	✓
17	Include visual elements (picture/graphics) in your post.	✓
18	Use one or two emoticons in your post.	✓
19	Ask your audience directly for feedback.	✓

20	Use relevant #hastags .	✓
21	End your post with open ended questions.	✓
22	Offer incentives for your audience to share your post.	✓
23	Learn when is the best time to post and post during those times.	✓
24	Respond to feedbacks immediately (or at least ASAP).	✓
25	Respond to each feedback personally.	✓
26	Provide additional tips/advice/guide when replying.	✓
27	Acknowledge and give credits to engaging readers.	✓

Check as many of these tactics off the list and you're on your way to achieving a high social media engagement, which in turn, will increase your conversion rates.