



## Scouting U 2019 | Tips for Better Engagement

### #1: Pose a Question

One of the simplest and most effective ways to kickstart a dialogue with your Facebook fans is to ask them a question. Basically, you're inviting a response. If fans can relate to the question and you find a way to leverage people's interests or needs, they'll find it hard not to answer.

### #2: Share Relevant Images

A picture can say a lot more than a text post. A visually striking image can bring the rapid thumb-scroller to a halt. Images have proven time and again to improve engagement, especially when they tell a story or connect with the audience on a personal or emotional level.

### #3: Include a Call to Action

The standing rule for any kind of marketing is that if you want your audience to do something, you have to tell them to do it. Use a call to action in every post, whether it's to prompt a comment, share, opt in, like, RSVP, or any other action. Always tell your audience what you want them to do to encourage engagement.

### #4: Share Relevant News and Hot Topics

Even your most loyal fans are interested in more than just you. Sharing big news from your unit's interests or scouting in general will show your fans that you're not focused solely on promoting your business; you want to keep them informed about current topics. They'll appreciate and respond to that. Share news your fans will find interesting.

### #5: Adjust Your Post Frequency

If your Facebook engagement is slipping, it might have something to do with your post frequency. Posting too won't help you establish relevance with Facebook's algorithm, and you'll be fighting for space in your audience's feed. On the other hand, posting too often can hurt you, too. If you're posting a half-dozen times each day over a short period, expect a lot of your content to be missed. To find a sweet spot, try posting a few times each day at the times your fans are most likely to engage.

### #6: Give People a Giggle

We all love a good laugh in our news feed. Lighten the mood for your fans and show them that you have some personality. Don't overthink it; just do something to give your fans a chuckle. Keep their interests in mind and make sure the humor is relevant to your audience. Even a touch of humor can spark engagement and shares.

### #7: Respond to Everyone

If you receive comments from your fans but fail to respond or acknowledge them, they'll notice and stop engaging with you. It only takes a few minutes throughout the day to monitor your social activity and make a few quick or witty responses to fans who comment. A little effort goes a long way toward making customers feel valued.

### #8: Make an Emotional Connection

If you want to elicit a big response from your fans, publish a post that appeals to your audience on an emotional level. Share content and tell stories that pull at people's interests, emotions, fears, and even their dislikes. Emotion drives loyalty and engagement.

### #9: Recycle High-Value Posts

You're not limited to posting only new content to your Facebook page. Occasionally dip into your archives for an engagement spike. Recycling posts allows you to spotlight popular content that some of your fans may never have seen.

### #10: Share Valuable Curated Content

Your audience knows when you're promoting your business, and if you do it too much, they'll start losing interest. To mix it up a bit, source high-value content relevant to their interests. Be a helpful resource for your fans. Share valuable content from authoritative, trusted sources.