

How can you improve engagement with Followers and Fans?

Stewart: How can you improve engagement with followers and fans on social media?

David: So this is something that all businesses want to know about. It's fine to be able to spend a bit of time posting information on there and gaining the odd few followers here and there, but businesses get a little bit disheartened when they feel that they effort in and getting nothing back in terms of engagement, it's always a one way street; they're always pushing information out.

The key reason really for this is, a) because they may not have a big enough base anyway, so if they have only just started out, they might have a few followers that just really have stumbled across their page or potentially family or friends that might not be that interested more like or say. But also it might be something to do with the quality of the content they're pushing out there. Now, this is a key factor when trying to improve engagement with followers and fans. If you're not having a problem with increasing the followers and fans it means you're doing something right or want to know what you got to say.

So the bottom line is. Yes, you can improve engagement with followers and fans and we'll go a little bit into that in a little bit in a minute.

Stewart: Are there any secrets? Are there any tips and tricks? Ways of improving the engagement?

David: Yes, there are ways of improving engagement. One is around the quality of the material and the subject matter, obviously that's a good starting point. Two, is incentivising people to act on your information. So it's actually giving people the information a) that they want to see or they want to read, b) that incentivises them to do something, so it's an action. So possibly go visit the site, sign up to a newsletter, go and see our new product range, and c) is consistency of the information you are posting.

So you might have good content, it might have a good incentive for people to read or action. But if you post out once every year then they are going to soon fall away. So it is the consistency of that information, is the quality of the information and it's an incentive for people to act on it.

Stewart: So is it consistency that maintains good engagement?

David: I think that's a key part of it. Like I mentioned before, if you are a follower of a channel or you like or subscribe to a channel and they post once a year, you're going to view the video then within a couple of months you probably going to think

that these guys are even interesting posting information, they just done it to tick boxes or they got nothing to talk about. Or you just fall away because they got no new information.

If a company has a channel they're posting on maybe once a day, twice a day with good useful information, you more likely to stay engaged and actually want to know what they got to say, especially if it's good information.

Stewart: So consistency and being in it for the long hold is important.

David: That's right, yes.

Stewart: Is there any types of content that engages people more?

David: In actual fact there is a saying online, "Content is King," meaning that all content provides benefit to people online. Now, we within UMIS don't believe that is 100% correct, because we believe there are sort of four categories of content that people end up posting.

One of the key things I think a business just starting out should look to do is hit the switch spot, which is ideal for them starting out. It is easy pickings, it's information that's easy to obtain, i.e. Marketing material they may have in house, content about their products. Might not massively be engaging, but it will start that wheel spinning and they will ultimately be able to post once or twice a day with information that's relevant to their business and is engaging.

There are also other categories of content. One is information that's relevant to the business so it may be about product or a service they're offering, but it has the viral factor. We'll go into this in another podcast but it really means that information is posted again and again and again and it gains thousands of followers, shares and likes. So that's where you ideal want to be.

The other two sorts of categories of content we've identified are gathering speed content, so it's very viral content, but it might not necessarily be relevant to your business. So you have to weary of using that category quite a lot because it might put off your core base if you start posting out pictures of fluffy kittens that everybody loves but aren't that relevant to steel welders. And then there is the category to steer clear off and that's quite easy to find out there, but it's boring material, un-engaging material, and not relevant in the slightest to your business.

So this is usually the category that a lot of people fall into and a lot of businesses get despondent because they're posting material that really isn't that great and is not relevant to their business.

Stewart: That because you need the easiest content to find.

David: It is. It's just all the noise out there really that people like latch onto and they assume that's a big content they can just post. They've sent a post out there, and they've ticked the box, and they assume that that's it for the day. But in actual fact a little bit of thought process gone into actually this type of material post, can actually take you on a little further than just posting any material.

Stewart: It's really about thinking about what you're posting. Thank you, David.

David: Thank you Stewart.

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