

# HOW TO CREATE ENGAGING CONTENT

## VISUALS

The visual content is what will stop people from scrolling through the endless parade of their feed and check out your post.

**#1 Tip: Need free images? Check out: Pixabay or Unsplash**



## COPY

Use good grammar, flawless spelling, and appropriate punctuation with adequate spacing.

**#2 Tip: Use Grammarly to proofread your content!**



## HASHTAGS

Hashtags tell people what category your post falls into, and draws in more engagement from people checking out what's new in that topic.

**#3 Tip: Make sure your hashtags are relevant to your brand.**



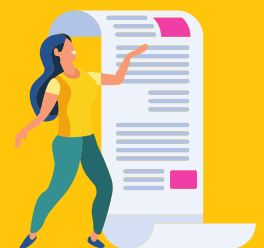
## VARIETY

Don't promote your business and products directly every time. Post about relevant topics in your industry.



## BE BRIEF

Don't make your posts too long; use synonyms for longer words and keep your sentences short.



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## POST AT KEY TIMES

This varies by social media type. You can do a quick Google search to see what days and times are best for the social media platforms you're using.

**#4 Tip: You can also review Instagram Insights to see what is the best times**



## INVOLVE YOUR READERS

Put engaging questions into your post that will elicit discussion and response.

**#5 Tip: Use polls to also get feedback and engage audience**



## BE PERSISTENT

People may need to see something at least a dozen times before even clicking on it, so don't be afraid to keep trying, and don't give up.

**#6 Tip: Don't be afraid to reuse relevant content!**



## AUTO-POSTING

Yes, you can save time by auto-posting but an organic effort fueled by the inspiration of the moment might yield better results.



## REMEMBER YOUR AUDIENCE

Different social media platforms are geared towards different users, so while you might be fine throwing up pictures of your weekend on Instagram, that tactic could backfire on LinkedIn.

