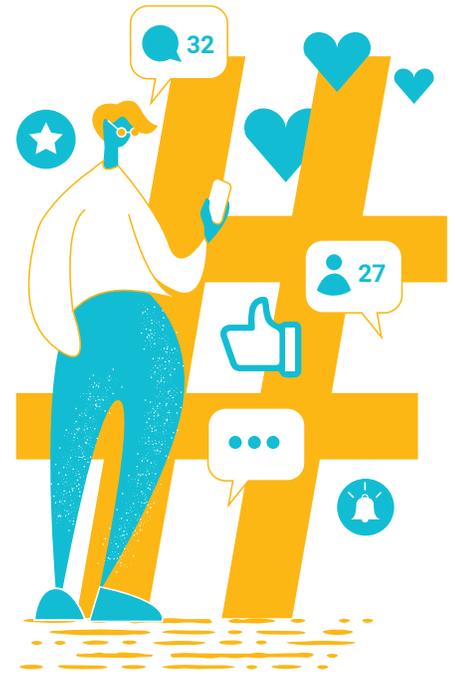


Why Engagement Is Everything

If you use Social Media for marketing, you've probably heard someone say: 'but how can I beat the algorithm?' With our ever-changing social media platforms, it can be hard to make social media decisions for your Tourism business or organization. There is one analytic however that remains the key to social media success: **Engagement**.

"Your Engagement rate will always give a far more accurate picture of what is happening online"

- Social Media Today



Engagement is everything. Social media is designed to connect you with your audience in an engaging way and posting content that gets you more likes, shares, clicks and comments should be your top priority. Not only does this help retain your audience but it also helps you to be seen. Simply put, Social Media algorithms reward content that is highly engaged with.

So what are some strategies to improve your social media engagement?

- **Research:** Take the time to look through your last 10 posts – what content got the most engagement? How about the post with the least engagement? Strategize about why this might be. What can you take away from this? Maybe it was the quality of the content you posted or the type of media you used? Building an Engagement strategy starts with Research.

"Social media engagement helps brands realize if their social media strategy is working and provides a way to measure social media ROI."

- statusbrew.com

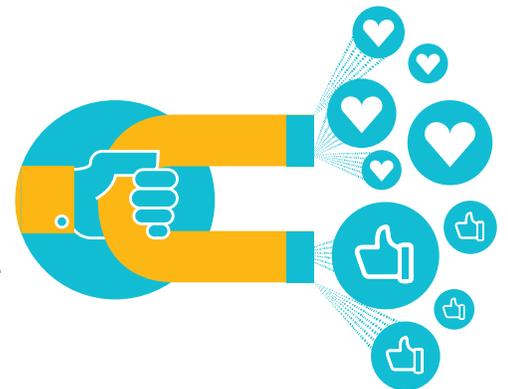
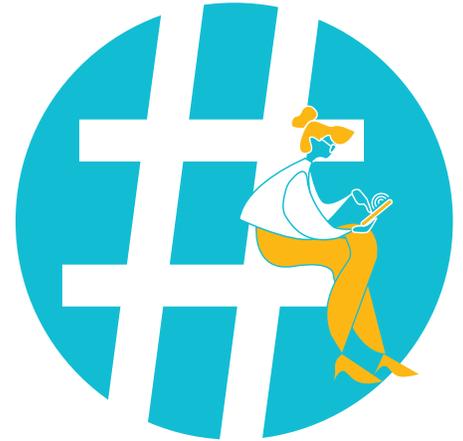
- **Be Social:** Social media was designed to be just that: social. Carve out some time to engage with other relevant content that is not your own. It can be just as useful to engage with other content as it can be to post your own. Is there content you can share to your channels? Maybe a visitor tagged you in a photo – don't be afraid to ask them if you can share their content while giving them credit. Another great way to be social is to respond to comments. Sometimes the best engaged with content comes from the highly engaged.

And don't forget those hashtags on Instagram and TikTok:

"Posts with at least one hashtag average 12.6% more engagement"

- socialpilot.co

- **Be Consistent:** Social Media platforms reward accounts that post and engage on a consistent basis. Whether that is posting twice a week and 'being social' once a week – whatever is right for your online presence, make this a part of your weekly 'to-do' list. While being consistent is important, don't overdo it either. Posting too much will bury your content, an alternative might be to post once to your feed and everything else gets added to your Instagram story. There is a fine line between consistency and over doing it.
- **Try New Things:** Don't be afraid to try different types of content! Be bold – try out that new feature on Instagram, create a reel, add music to your Instagram story, post behind the scenes content, share a meme, make a video, post that cute animal photo. If you don't try you'll never know what works. Chances are your audience will love seeing new things from you and you'll gain new followers by existing in new spaces too.
- **A/B Testing:** A/B testing is a strategy that marketers have been using since before social media existed. The idea is to test different pieces of content to see what your audience responds more strongly to. A/B Testing can help you understand the content to use to increase your engagement.



Check out this [blog post by Hootsuite](#) to learn more about A/B Testing on Social Media.