



Using Social Media for Community Engagement

Strategies to Grow Awareness and Inspire Action

By: *Kate Bielinski*

97%

of Fortune 500 companies rely on social media.

Social media platforms such as Instagram, Facebook, TikTok, YouTube and Pinterest offer countless ways for brands to connect with customers (both old and new).

www.entrepreneur.com





Social media is no longer just millennials sharing pictures of their brunch.

Average time users spend on social media per day: **144 minutes**

Social media participation by generation:

Millennials: **90.4%**;

Gen X: **77.5%**;

Baby Boomers: **48.2%**

The likelihood that consumers would recommend a brand on social media to others: **71%**



Why is Social Media So Important

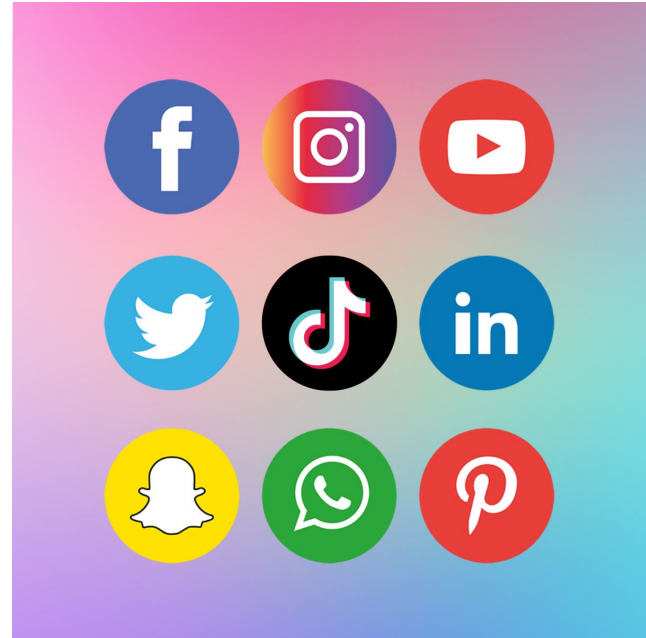
- Connects people
- Makes it easier to share ideas
- Allows you to have conversations
- Builds relationships (and trust)

Building Your Foundation



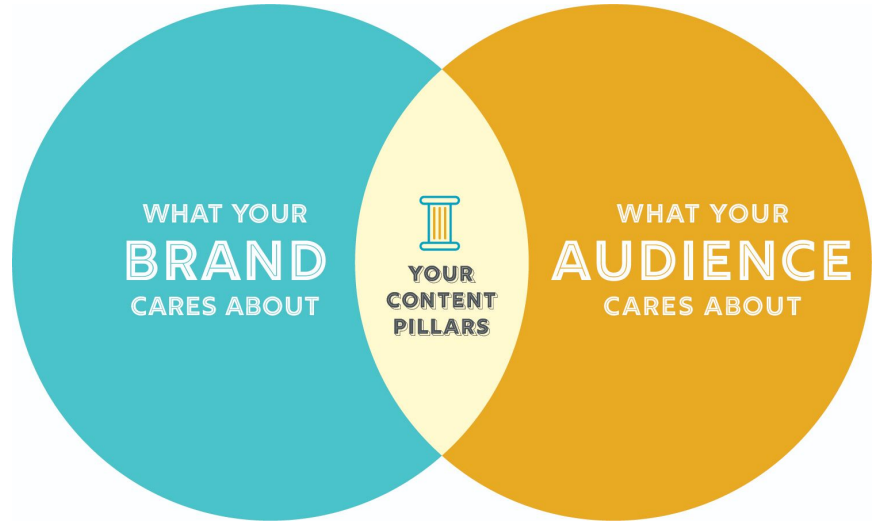
1. Choose the social media platform that's right for you

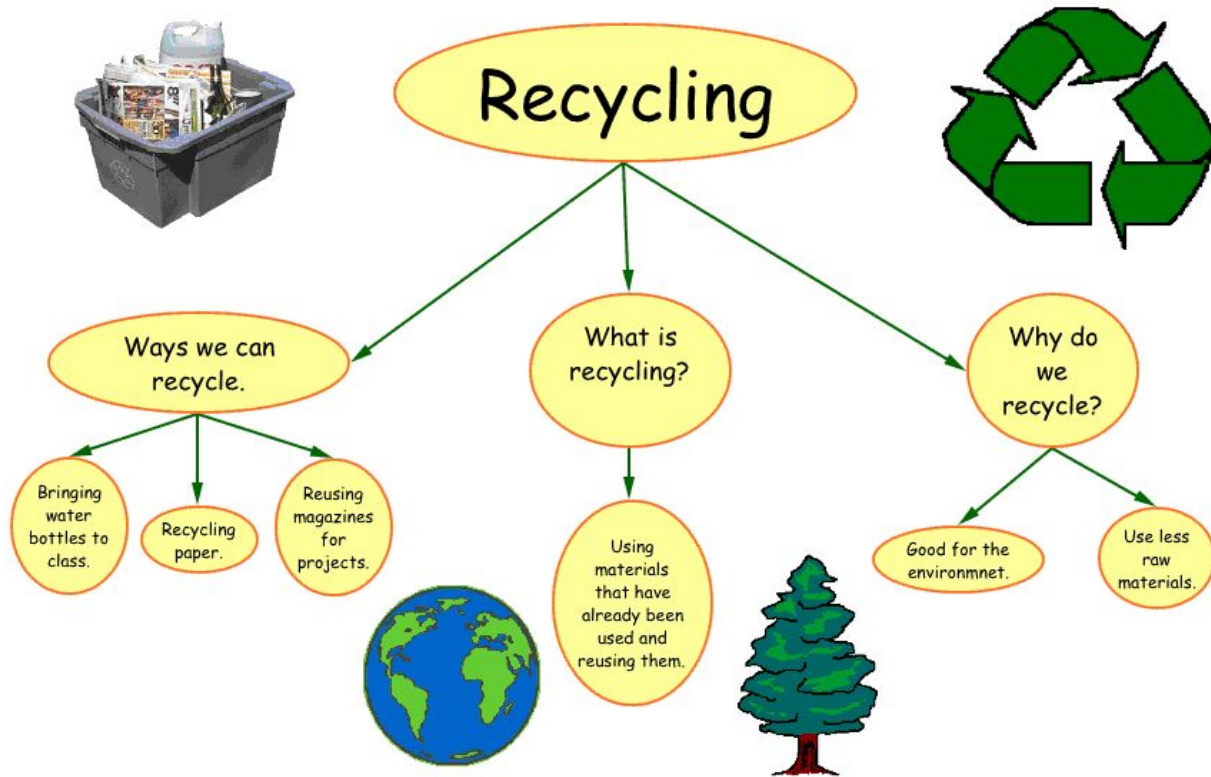
(start with 2 to keep it simple)



2. Determine your content pillars

(what do you talk about)

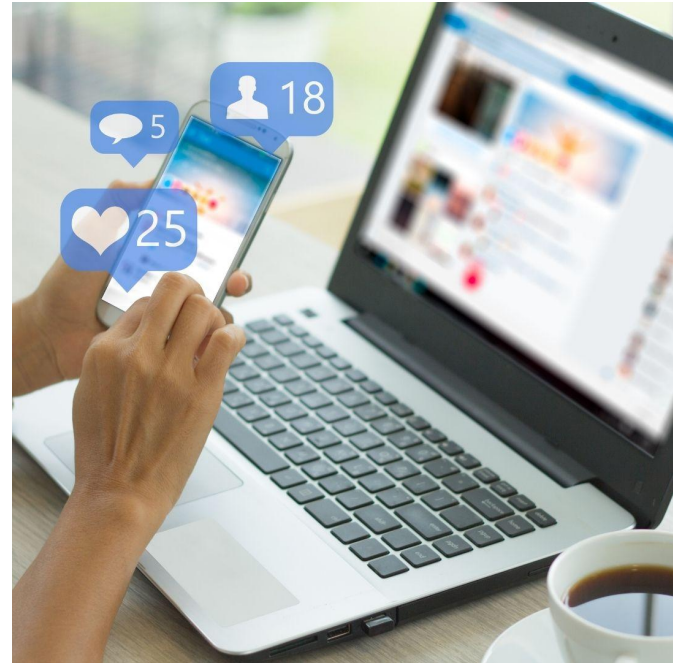




Mind Mapping Example

3. Build out your social profile

(before you invite friends or start being active)



Don't let vanity metrics discourage you.

Focus on reach and engagement, not just followers.



< maine_recycles 🔔 ...



30 Posts

100 Followers

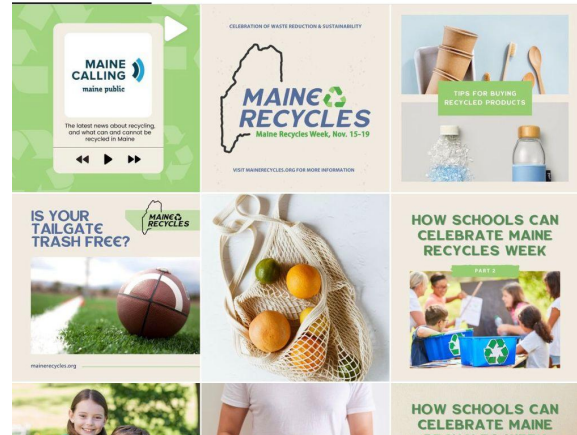
49 Following

Maine Recycles

Celebrating sustainability in Maine

Refuse • Reduce • Reuse • Repair • Recycle

↓ Get tips, resources, and event updates:
www.mainerecycles.org/



Ideas for Building Engagement





Ideas for Building Engagement

Host a Contest:

- Do a giveaway and ask people to like, comment, or share your post for entries
- Hosting an event? Have users share photos from the event and tag your business for a chance to win a prize before the event concludes
- Caption this! Post a funny or thought provoking photo and ask people to caption the shot
- Ask people to shoot and share photos or videos using your brand or supporting your cause in their everyday life



Ideas for Building Engagement

Have a Weekly “Event”

- Share content on a schedule (weekly blog or podcast)
- Use popular hashtags to your advantage (#tbt or #motivationmonday) sharing weekly content relevant to your business and the hashtag
- Create a weekly “tip” series

Feature Staff or Members of the Community

- Great to do at least once a month
- Share something that a member of your community recently accomplished
- Highlight your staff/team members
- Shoutout users who shared a valuable comment or questions



Ideas for Building Engagement

Utilize Video Trends or “Go Live”

- Live Stream videos are a great way to get more push from the algorithm and build relationships with your audience
- Use video for a “behind the scenes” look or to “put a face to the name”
- Video trends are worth following/trying
- Start slow if you feel overwhelmed, but start



Ideas for Building Engagement

Ask Questions

- People like to share opinions, especially online, but most prefer to be asked
- “What do you think ...”
- “Have you tried this?”

Ask For Honest Feedback

- Get feedback on your event, business, products, etc
- Learn how your audience feels about current events, trends
- Engagement + Market Research

End posts, videos, and stories with a call to action



Ideas for Building Engagement

Start Conversations

- Get to know your online community
- Be responsive to comments
- \$1.80 Strategy (or similar)

Seek Out User Generated Content

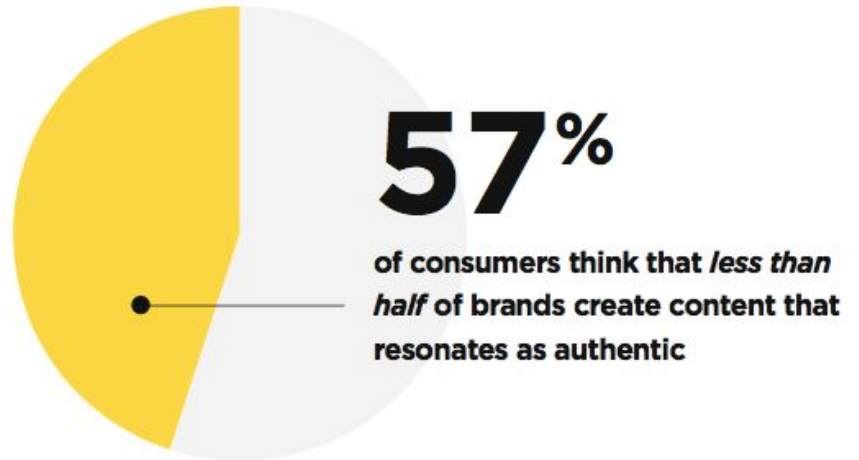
- Share content relevant to your business from other users
- Ask users to post and tag you to make it easier to find (@ or #)

Social is the key part of social media



Trust and Authenticity

- Talk to an “an audience of one”
- Be honest and transparent
- Aim to create connections
- Ask “does this bring value”



Your Social Media Challenge





Post a Story Today

- Talk about your day (tell your audience about this event)
- Mention someone who helped or inspired you (or something new that you learned)
- Ask for honest feedback (you can even ask what your audience wants to know more about)
- Talk about something you or your company stands for
- Run a Q&A using the question sticker
- Shoutout a coworker or partner you were excited to connect with today
- Share other people's posts and add your support and commentary

Use the following hashtags: #mrra #solidwastesummit



Bonus: Tech & Tools for Social Media Management

Content Calendar: [HubSpot](#)

Design Posts: [Canva](#)

Scheduling Platforms: [Planoly](#), [Later](#)

Reporting: [DashThis](#)