

LET'S GET ENGAGED

INSTAGRAM ENGAGEMENT IN 10 MINUTES PER DAY



*Make Instagram
great again*



SHALL WE SOCIAL

The background of the entire slide is a soft, solid pink color. Scattered across this background are several pink rose petals of various sizes and orientations. Some petals are fully open, showing their delicate, layered structure, while others are partially curled or broken. The petals have a slightly darker pink hue than the background, creating a subtle contrast. The overall aesthetic is soft, romantic, and feminine.

WHY ENGAGEMENT MATTERS

It's called *social* media for a reason y'all. Aside from semantics, being social is the secret sauce to social success. The algorithm prioritises content and accounts that generate meaningful interactions. And engaging, like a real human person, builds trust and brand loyalty. The more you engage, the more successful you'll be.

ABOUT SHALL WE SOCIAL

Hi, I'm Kryshla *(sounds like
Hare Krishna)*

I provide social media strategy, content coaching and professional hand-holding for all things Facebook, Instagram and Pinterest.

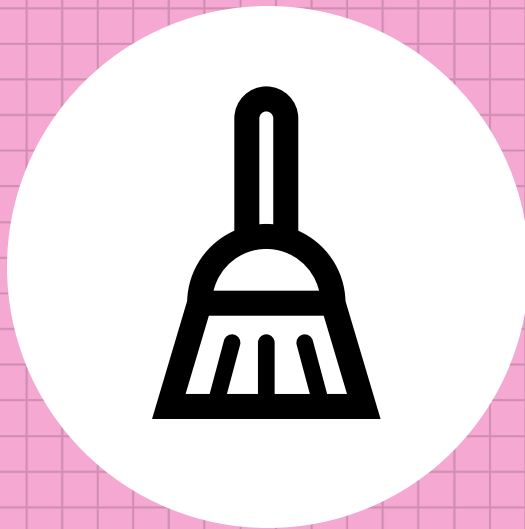
I help small businesses to develop quick and easy processes to manage their own social accounts and say goodbye to that dreaded "what am I going to post?" feeling.

The following plan was created for my clients and can be implemented in as little as 10 minutes per day. I wanted to create something simple that even the busiest business owner can do.

Try it for yourself and shoot me a DM on Instagram @shallwesocial to let me know how you get on.



BEFORE YOU BEGIN



CLEAN



AND

RECORD



HOUSEKEEPING

Take a few minutes to review your **Following** list (the accounts you follow). Unfollow any accounts that you do not genuinely want to engage with – e.g. people who will never become paying clients or customers, brands you wouldn't wish to work or collaborate with and accounts that make you feel bad about yourself or do not offer inspiration.

Cut off that dead wood!

Next, check your Followers list and do the same: Remove any 'spammy' accounts (e.g. "Gain 10,000 followers in 2 minutes" or "earn \$10K a day"). They are pulling down your engagement % and are doing nothing to grow your business.

To remove a follower:

- Go to your profile and tap on the number of "Followers"
- This will pull up a list of all of the accounts following you
- Tap the 3 dots on the right-hand side and hit 'remove'

Say #byeFelicia and move on.

TRACKING

Now that you've got your social house in order, I want you to record some baseline data so we can compare and track your progress each week. Tap that little Insights graph icon in your profile and jot down the following stats:

BASELINE DATA

Follower numbers

Interactions

Profile visits

Website clicks

Reach



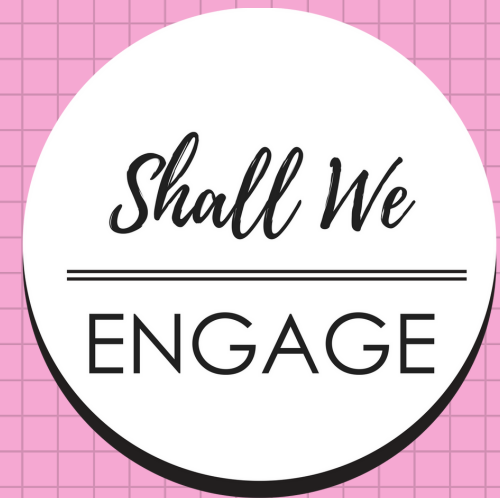
TRACK YOUR PROGRESS EACH WEEK

	WEEK 1	WEEK 2	WEEK 3	WEEK 4
Follower numbers				
Interactions				
Profile visits				
Website clicks				
Reach				



THE PLAN

Set a timer and do as much as you can in 10 minutes. If you have more time, great, go for it!





Let's get
visible

MONDAY

~VISIBILITY~

Work through your hashtags. Select different ones each week and Like and/or comment on all relevant posts.

If you serve a particular geographical area, prioritise your location-based hashtags e.g. #melbournehairdresser or if you want to target a particular customer e.g. #sydneymums or event #grandprixmelbourne focus on those tags.

Write down 5x tags to focus on each week in the box below:

WEEK 1	WEEK 2	WEEK 3	WEEK 4
1.	1.	1.	1.
2.	2.	2.	2.
3.	3.	3.	3.
4.	4.	4.	4.
5.	5.	5.	5.

TUESDAY

~ WITH COMPLEMENTS* ~

Seek out complementary local businesses who have the same target market as you. For example, if you're a wellness coach you might look at your local Pilates studio. Their followers may be interested in your services.

Like and comment on the complementary business' posts. This gets you noticed by them (collaboration opportunities!) and their followers.

If you have time, scan their follower list and click through to each person to engage further.

Note: Personally, I avoid targeting direct competitors for this exercise as it feels a bit yucky, but up to you.

WEDNESDAY

~ LOVE THE ONES YOU'RE WITH ~

Scroll through your feed and hit 'Like' and/or leave a comment on every post.

This is where having an awesome Following list comes in (that we created by culling the crap earlier).

When you actually like the accounts you're following, engagement is much easier and you will want to spend time looking at their content and commenting on their posts.

BONUS! This also provides great inspiration for your own content

*intentional spelling mistake for demonstration purposes

THURSDAY

~ STORY TIME ~

Watch all of your Instagram stories. This one is easy and fun!

Engagement is a two-way street; your engagement on other people's content is just as important as other people's engagement on your content.

Watch and DM anyone that catches your eye with a message or a question to draw them into your inbox and start a conversation.

DMs are important for scoring algorithm "points" i.e. how Instagram measures the activity and "value" of your account, so get chatting!

my favourite!

FRIDAY

~ LOVE THY FOLLOWERS ~

In your quest to discover new customers and grow your follower numbers, don't forget about those awesome peeps who have already given you their follower love.

Each week go through your followers list and select 10-20x accounts. Like and comment on their latest post or shoot them a DM saying something like "I love your latest post about ___ Have a great weekend ♥" (change your message each week).

If they have engaged recently, send them a message thanking them for their support. Review your recent conversations and follow up with a DM along the lines of "So how did you go with ___?" they will feel loved and you will feel the love of their ongoing loyalty.



THE END.

That's it folks, that wasn't too difficult was it?

If you have any questions, shoot me an email at hello@shallwesocial.com.au and don't forget to 'engage' with me on Instagram @shallwesocial for more tips and techniques to master your socials.

Lots of 'Likes',

Kryshla