The 6 E's of Engagement: How To Connect With Your Audience on Social Media

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• Henry Trotter, Digital Advertising Specialist, Social Driver

• Laura Beck, Director of Marketing, NACS
Agenda

• Introductions
• How to Annoy Your Audience
• People Are the New Channel
• Creating Engaging Content to Motivate
• Activity: Engagement Matrix
• Needy
• O
• P
• E
• Needy
• Over-Sharing
• P
• E
• Needy
• Over-Sharing
• Persistent
• E
• Needy
• Over-Sharing
• Persistent
• Extraneous
• Talking
• Listening
• Engaging
• Sharing
Measuring success

Below is our approach to measuring the success of your campaign. The following metrics have been identified as the key performance indicators that will guide the social media strategy, tactics, and content creation throughout the campaign.

<table>
<thead>
<tr>
<th><strong>“SEE”</strong></th>
<th><strong>“SAY”</strong></th>
<th><strong>“DO”</strong></th>
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<tbody>
<tr>
<td>Key metrics to measure:</td>
<td>Key metrics to measure:</td>
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<tr>
<td>• Reach</td>
<td>• Engagement rate</td>
<td>• Increased web traffic</td>
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<tr>
<td>• Impressions on content</td>
<td>• Raw engagements</td>
<td>• New members</td>
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<td>• Hashtag impressions</td>
<td>• engagements with our content</td>
<td>• Memberships renews</td>
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</table>

**“SEE”**

**“SAY”**

**“DO”**
What’s the secret to social media?
What’s the secret to social media?
People are the new channel

Achieve remarkable results by unleashing the energy in people.

@socialdriver
People are the new channel
People are the new channel
People are the new channel

Ellen DeGeneres
@TheEllenShow

If only Bradley's arm was longer. Best photo ever. #oscars

3,370,292 2,031,172
People are the new channel
People are the new channel
Create engaging content to motivate

• Talking
• Listening
• Engaging
• Sharing
The 6 E’s of Engagement

• Elevate
• Empower
• Ease
• Entertain
• Entice
• Educate
The 6 E’s of Engagement

Congrats! You’re one of the 56 percent of the self-described swimmers can perform, in order, all five of the basic skills that might help to save your life in the water. (A national survey from the American Red Cross shows that while 80 percent of Americans said they could swim, only 56 percent of the self-described swimmers can perform all five of the basic skills.)

Share a link with your followers

I got Pass: Ready for the Olympics! - Do you actually know how to swim?  
https://www.tryinteract.com/sharequiz/65063ce4f8e1c1b9db53e4d3

Take the Water Safety Quiz

Do you actually know how to swim?

Answer 5 simple questions to see if you really know how to swim or not.
The 6 E’s of Engagement

American Chemical Society
Sponsored ⚛

Join today as a Regular or Non-Scientist Affiliate Member and receive a pair of special edition 2018 ACS Membership Socks!

Join ACS before the socks Argon

Join Today!
The 6 E’s of Engagement

DC Bike Ride shared an offer.
Sponsored: 🎉

Three reasons you should register for DC Bike Ride right now:
- Bike the city car-free
- A Finish Festival with Funk music
- 20% off registration
Offer ends May 9, register before it's too late!

DC's only closed-road, car-free bike ride

28 PEOPLE GOT THIS OFFER
Your Last Chance for a Car-Free Bike Ride
Expired • Online only

Visit Website
The 6 E’s of Engagement
The 6 E’s of Engagement

#PE helps kids get the physical activity they need to succeed! Tag your decision makers to keep #PhysEd in school.
spr.ly/6013822Q5

ONLY
4% of elementary,
8% middle and
2% of high schools
provide daily PE or its equivalent for the entire year

#ExerciseTheirMinds
ExerciseTheirMinds.org
The 6 E’s of Engagement
The 6 E’s of Engagement

**Engagement Tactics**

Posting content alone is simply publishing. Engagement requires interaction with your audience, based on an understanding of what motivates them. The following six Engagement Tactics, “The 6 E’s of Engagement,” provide a framework for different ways to spark valuable interaction amidst distractions.

<table>
<thead>
<tr>
<th>TACTIC</th>
<th>KEY QUESTIONS</th>
<th>EXAMPLES</th>
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| Educate | • What are they curious about?  
          • What are they already looking for? | • Explainer video aligned with curiosity  
          • “Did you know?” content |
| Elevate | • What do they think makes them look good to peers?  
          • What makes them look important to others? | • Spotlight or showcase individual or team  
          • Mention from a more prominent person or group |
| Empower | • What makes them feel like they “got it right”?  
          • What makes them feel powerful? | • Quizzes and polls  
          • Ask for opinion, input or nomination |
| Ease | • What problems are they trying to solve?  
      • What concerns do they have? | • Step-by-step video demo  
      • Real-time Q&A |
| Entice | • What offers do they have a hard time passing by?  
      • What gives them a “fear of missing out”? | • Headline that requires click for full answer  
      • Time-based offer or discount |
| Entertain | • What catches and keeps their attention?  
            • What makes them smile? | • Visually appealing graphics and animations  
            • Audience-related humor, such as memes |
The 6 E’s of Engagement

**Engagement Tactics**

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Don’t miss your chance to be among the 23,500+ industry professionals gaining the knowledge and networks to thrive and compete. Buy your tickets for the 2018 #NACSShow before it's too late.
Create a strategic planning process

- **Make informed decisions** based on pre-planning research and purposeful thinking.

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<thead>
<tr>
<th>Date</th>
<th>Platform</th>
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<th>Graphic</th>
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<td>Monday, 9/3/2018</td>
<td>Twitter</td>
<td>Facebook Story</td>
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<td>Instagram Story</td>
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#NACSShow, October 7-10, 2018
The importance of visual content

• Studies have shown that people can recall 65% of the visual content that they see almost three days later. In comparison to about 10% of written content three days after it’s read.
The importance of social presence

• **Getting eyes on your content** is the first step to success.

#NACSshow

20 million impressions
Maximize social media ad spend

• Paid social advertising can be a strategic way to build your audience.
Improving starts with measuring

- Understand, **monitor** and predict your customer’s behavior.
Improving starts with measuring

1. Put people at the center.
2. Interact with your audience.
3. Add value.
Questions?