

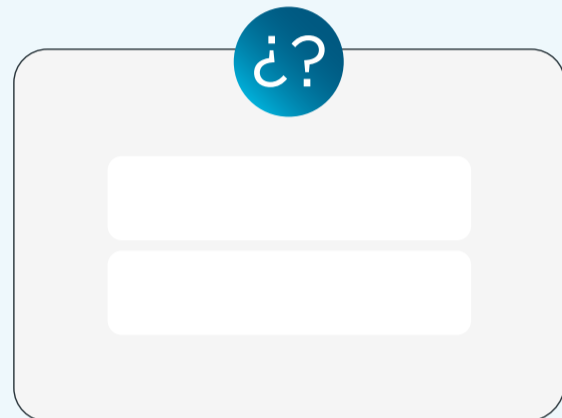


5 SOCIAL MEDIA CONTENT IDEAS TO HELP DRIVE ENGAGEMENT



Social media is a great tool for businesses to drive engagement and exposure. However, it is also easy to get lost in all social media noise. If you're looking for ways to drive engagement on social media, you're going to want to check out these five social media content ideas.

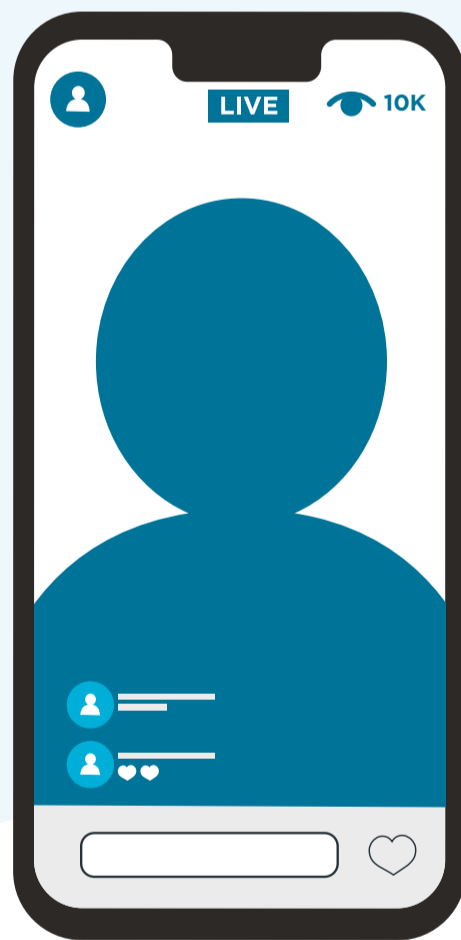
1. Get Your Audience Involved with Interactive Polls



This can be done in several different ways. However, with more consumers checking out brand stories via Facebook and Instagram and using channels such as LinkedIn and Twitter to interact with brands, including interactive polls in your stories and videos can be a fantastic opportunity to boost social media engagement.

2. Host an AMA (Ask Me Anything)

An AMA is a community-driven event that allows your audience to "ask you anything." This is a great way to advance marketplace trust, which is at the heart of the BBB® mission. Not only does an AMA allow your audience to engage directly with you, but it also allows you the chance to be open and transparent with them - something that is highly sought after amongst consumers.

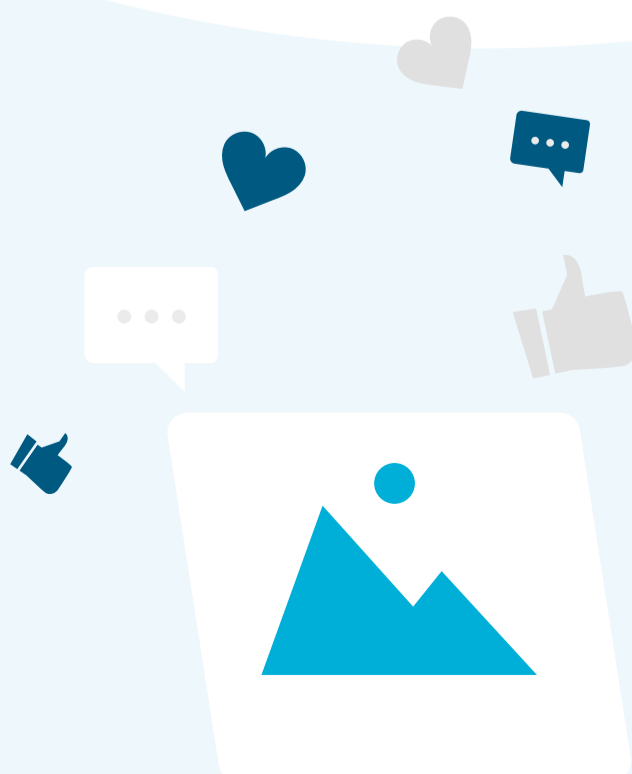


3. Go Live

One of the most effective ways to increase social media engagement is to host a live video. This allows you to provide your audience with a unique opportunity to interact with you in a real-time setting. This also allows you to provide your audience with immediate value, which is highly valued in the modern age.

4. Share Tutorial Videos

Video content is increasingly sought after, with approximately 54% of consumers stating that they want to see more video content from brands/businesses they support.¹ By creating videos that provide your audience with value and help them learn something new, you can increase the amount of social media engagement you generate.



5. Share Influencer Content

Finally, one last way to drive social media engagement is to share content from influencers with which your audience is likely to resonate. This strategy can be especially effective if you're able to provide your audience with unique commentary on the content you share, while also helping to support the creator economy.

Looking for more ways you can boost your social media engagement?
Then check out [BBB.org](https://www.bbb.org) for more excellent information!