

WHY SOCIAL MEDIA ENGAGEMENT MATTERS MORE THAN FOLLOWER COUNT



Would you rather have 100,000 followers who scroll past your social media content faster than a pimple-popping video (ugh unless you like those videos) or 10,000 followers who hang onto your every word? If you picked the latter, you're already thinking ahead!

LET'S GET INTO IT...



THE REAL TEA ABOUT ENGAGEMENT



Let's cut through the noise, while big follower counts might make your profile look impressive, they're not telling the whole story.

Think of it like throwing a party: would you rather have a room full of strangers checking their phones, or a smaller group of people actually mixing and mingling and shall we say it... ✨ENGAGING! ✨

Here's what the data tells us:

- Your conversion rates jump 3.5x when your engagement rate hits above 2%
- People remember your brand 70% more when they're actually interacting with your content
- When people engage with your social media, they're 41% more likely to reach for their wallet. Cha-ching!

WHY SOCIAL MEDIA ALGORITHMS LOVE ENGAGEMENT (AND YOU SHOULD TOO)

Ever wonder why some posts blow up while others fall flat? A lot of it has to do with the algorithm.

Here's the scoop:

- When people engage with your post, the algorithm thinks "Hey, this is good stuff!" and shows it to 4x more people
- Comments are worth their weight in gold – they carry 2x more weight than likes
- Saves are the new likes
- Shares are your ticket to exponential reach



THE NUMBERS YOU SHOULD ACTUALLY CARE ABOUT

Forget obsessing over follower count. These are the metrics that matter:

1. Engagement Rate = $(\text{Total Engagements} / \text{Total Followers}) \times 100$. Here's what healthy looks like:

- Instagram: 1-5% (anything above this and you're crushing it)
- LinkedIn: 0.5-1% (it's a tougher crowd, but they mean business)
- Facebook: 0.2-0.9% (hey, it's competitive out there)

2. Action Rate = $(\text{Click-throughs} + \text{Saves}) / \text{Total Impressions}$. This tells you if people are doing something with your content besides just looking at it.

3. Conversation Rate = $\text{Comments} / \text{Total Followers}$.

YOUR GAME PLAN FOR BETTER ENGAGEMENT

Ok enough of that, here is what you really came here for. Let's break this down into bite-sized pieces:

1 CONTENT STRATEGY

The recipe to a good content mix:

- 70% valuable stuff your audience really do want to see
- 20% sharing industry insights and cool findings
- 10% showing off your products or services (keep it humble)

2 TIMING IS EVERYTHING

- Post when your audience is actually awake and scrolling
- Stick to a schedule (your audience likes to know when to expect you)
- Jump into conversations while they're still hot, community management is KEY, even if you are just replying to your mum!

3 MAKE YOUR CONTENT POP (COUGH, COUGH... WE CAN HELP WITH THIS!)

- Use all the platform goodies (Stories, Reels, Polls – you name it)
- Make it interactive (ask questions, create polls, start conversations)
- If it doesn't look good on mobile, it doesn't look good.. Periodttt (If you watch Love Island Australia we hope you read that in Em's voice)
- Unsure where to start? Our consulting services can help you kickstart your project and set you on the right track.

TLDR

When you nail social media engagement, magical things happen:

- Your followers stick around 23% longer and spend more
- Word-of-mouth explodes by 312%
(that's a lot of people talking about you)
- You spend 27% less money getting new customers
(your CFO will love this)





READY TO GET REAL ABOUT ENGAGEMENT?

Want to know how we can help you build a social media presence that actually means something? Let's talk! Shoot us an email at hello@likeablelab.com or hop on a call with us at 0800 555 536.

P.S. If this post got you nodding along, why not share it with someone who needs to hear it? You can download this blog [here](#).

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