

# 10 Boosting Engagement Posts

Okay. When you need your group to get out there and be more engaged, you need to start putting out some very, very big engagement posts, things that get people talking and communicating and sharing, because the more that they comment or react to a post, the more that your stuff in your Facebook group is going to be seen by more members, whether they've changed their notifications or not. So it's going to be shown in their feed or it's going to be shown in notifications. Very high engagement posts get shown in notifications. And the more that your group is engaged, the more your posts are going to get real estate in the feed, in their regular feed and in the group feed. If you've noticed that Facebooks add that... Okay, so let's go on.

So let's look at the 10 engaging posts. So this one is **number one**. *Where is everyone from?* And the reason why this works is because everyone is so proud about where they're from and where they're living. So take this one and post it. You'll get a lot of engagement on this one, and it's really simple to do. And you could do the 'add your flags here as we go' or not. And you can also say, "*Where's everyone from and where are you living?*" Okay.

**Number two.** *Who has pets? Show us your furry or not so furry family members in the comments.* So this one Jacqueline Rogers added. She's in our membership and she put this in her group as part of our editorial calendar and she got a lot of engagement. She either posted this on a Saturday or she posted this on the day that Facebook had that weird engagement thing happening where videos and pictures weren't being shown.... It still didn't affect her.

**Number three.** *What are you celebrating this week or month?* People want to share what's good and happening. They want to look good in front of other members, so they're going to share what they're excited about and working on and what's worked for them and what they put out there or what they completed, what workouts they did, what homework they completed, what launches they did. People want to share.

Okay. **Number four.** *What is your big juicy goal that you want to accomplish this month?* It gets people thinking about what they want to accomplish, but it also (because it's their own and because they're happy about it) it gets them excited, they're going to want to post what their goal is. It also keeps them accountable.

Okay. **Number five.** *What does your Friday night look like?* This one was a fun one that member Wendy Baton put in. It says, "Let's have some fun. How's your day? Share a picture or selfie today of a day in the life of what you are up to today. Let's see if we can get every Paintpreneur," that's what she works with, "to share a photo today." So this was like, she really encouraged them to show the ugliness. So like, "We'd love to see your face, by the way, paint hair and all." And so she had a bunch of comments with people with really messy hair, paint in their hair, all kinds of crazy things happening, and it was fun and enjoyable.

Okay. **Number six.** *If you could hire help at home, who would you hire first? A chef, a housekeeper, a nanny, a dog Walker, or other?* This is very, very, very easy for people to respond to. They have a pain point at home. They want to express it. They need to vent a little. This one gets good reactions.

**Number seven.** *Show us your office, your studio, your coworking space.* A client of mine, who teaches painting, did this. They said, "Show us your studio," and it was their most engaged post, and still after a week or two it was still getting engagement, because not only were people sharing what their studio looked like, other people were commenting like, "How beautiful your studio is," or, "Where'd you get your easel?" or, "Where did you get this?" and, "Oh, I have the same thing." It was insane. Same goes with the pet one. People are like, "Oh, I also used to have chihuahuas," or, "I also used to own an iguana," or, "I do also own a beta fish." The conversation just keeps going. So people are posting because they're proud of what they have in terms of their studio, their office, or their pets. And then people are commenting back and discussing, and you cannot stop dog people or cat people from discussing their dogs and cats. Yes?

Okay. **Number eight.** *How are you feeling today? Show us by using a GIF.* So using a GIF, what do they feel like today? And these can get pretty funny. And then the competition starts within the comments, because people are saying to themselves, "Oh, I can do better than this," or, "I can find a funnier one." And so the competition begins, and the funnier ones get more reactions, like laughs, etc, and people just go crazy for it.

Okay. **Number nine.** *Share a picture or a GIF of your favorite beverage.* So you'll get people starting off doing teas and coffees and waters and smoothies, and then you'll get the people that are putting in like beer and wine and wine by the gallon, etc. So this one gets pretty funny as well. Same kind of thing. Getting people a reaction, making it really easy for people to post just by posting a GIF makes it super easy and it becomes really fun.

Okay, **Number 10.** *There are X days left in the year. What do you want to complete by then?* So at this point, this has a little bit of shock value. Like, "What do you mean there's only 40 days left in the year? I'm looking at my goals for the year and I didn't accomplish any, so I want to get it done." So it creates this emotion, but people start to express it in the post.

All right. So that's it for your top 10 engaging posts. Take these. Use these. Put them in once or twice a week in your group to boost engagement, especially the weeks leading up to your launches.