



Put a Spotlight on Your Digital Footprint

Focus on these three types of online engagement.

By Lisa Apolinski

Use of social media has nearly doubled in five years. Yet the increase in hours spent on social media has slowed to less than a one-percent year-over-year increase, according to reports from Global Web Index. A key question arises: How do you spotlight your digital content when people's engagement is decreasing?

The answer lies in how you capture people's attention when they're online. To grab their interest, consider these three types of digital engagement:

Live Stream Video & Audio

One good way to incorporate digital engagement is to have it in real time. Livestreaming of either video or audio allows people to comment, share, and engage as the conversation progresses. This is also a powerful way to move the conversation to one that's relevant in the moment for audience members.

Livestreaming can seem scary since organizations don't have full control over the content as it's being created. However, in these unscripted moments, true and unique digital engagement can be found. And because livestreaming allows for people's involvement, the impact of the content will resonate for those audience members.

Giving up control of how conversations unfold has risk but great reward. Involving your audience is a fruitful way to make your messages relevant in that moment and for future audiences who will be listening to live engagement.

PRO TIP: Limit livestream to 30 minutes or less to keep the conversation in the intended lane.

User-Generated Content

Some of the best content is created by customers and clients. User-generated content gives prospects information that's highly applicable because it comes from a similar viewpoint. User-generated material can also answer questions and

“It's in these unscripted moments that true engagement occurs.”

concerns that you're not aware of, providing the information future customers want to know.

User-generated interactions turn people into advocates for your organization. This type of free publicity also offers different voices in your digital content. Some amazing perspectives can be provided.

What's more, content that's created by happy customers will offer alternate points of view and new messaging that you may not have considered. Most user-generated content will be limited to social-media posts, images, and video. However, any user-generated communications can be repurposed and shared on other digital channels, which provides additional content options.

PRO TIP: Ask your organization's stakeholders (donors, clients, staff, board members, and so on) to share their user-generated content on your organization's socials.

Virtual Events & Communities

Allowing for virtual events and communities in addition to in-person options gives people a platform to engage exclusively with one another. Don't make the mistake of inserting yourself or your organization directly into these discussions. People often need organizations to step aside to allow authentic conversation.

These virtual engagements allow you to be a proverbial fly on the wall. Seeing the conversations people have with one another can show you the concerns of the day. This knowledge provides opportunities to create solutions for your customer base and expand into untapped areas.



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Virtual events and communities can also provide the support people need, from basic 101 guides to ingenious hacks. People's questions can provide additional content ideas, such as cheat sheets, tips and tricks, and videos that address common issues.

PRO TIP: Resist the urge to be an active participant in the virtual conversations unless invited.

The Common Theme

One theme appears with all these types of communication: The audience is in the creation driving seat. When you let people create the content, they're more engaged with that content. They comment on it and share it with others.

When content is developed from the customers' perspective, it's likely to be highly relevant. Such material will have a much longer shelf life, allowing more eyes to see it.

Bring these three types of digital engagement into a regular rotation. Doing so will give you the digital longevity your organization needs. 

Lisa Apolinski, CMC, is an international speaker, digital strategist, author, and founder of 3 Dog Write (3dogwrite.com). She works with organizations to develop and share their message using digital assets. Her book Persuade with a Digital Content Story was named one of the top content marketing books in the world by Book Authority.



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