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# HABITS OF HIGH ENGAGING ACCOUNTS



## DIRECT MESSAGING (DM)

Dm'ing is excellent for building a relationship/connection with your followers. Reply to every DM, start a conversation showing appreciation, and DM 10-20 new people daily.

1

## COMMUNITY ENGAGEMENT

Encourage interactions and collaborations by initiating conversations, hosting contests or challenges, and featuring user-generated content.

2

## CONSISTENT POSTING SCHEDULE

Establish a regular and consistent posting schedule to keep your audience engaged and anticipating new content. This reliability builds trust and encourages followers to actively participate.

## REELS/VIDEO CONTENT

Post 2-3 reels/videos weekly. Video's dynamic and interactive nature can quickly pique curiosity and compel users to stop and watch.

4

## ENGAGING VISUALS

Make your account visually appealing and use well-curated images, videos, and graphics that effectively communicate your message and evoke emotions.

5

## VALUE-DRIVEN CONTENT

Consistently provide valuable and relevant content that resonates with your target audience. Understand your followers' needs and interests, offering insights, tips, inspiration, or entertainment that keeps them returning for more.

6

## CALL-TO-ACTIONS

A CTA aims to cause a user/follower to take a suggested action from your post. CTA's such as "Comment below" or "Save this post!" is great for users to engage with the post.

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