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Social media engagement

Lately, you've focused on social listening, why it's important, and how to do it effectively. You've been learning about popular social listening tools and how to use them to gain valuable insights. Now it's time to bring this knowledge into your everyday life to practice thinking like a social media marketer.

For this discussion prompt, consider the following questions:

- How have companies engaged with you on social media?
- Which of those interactions did you feel were most effective, and why?

Please write a response of 5–10 sentences (100–200 words). Then, go to the discussion forums and, applying what you've learned, comment on at least two posts from other learners.

Participation is optional

