**Social media is for engagement, it’s not a task**

**Everybody is on social media, but not everybody is getting it right.**

Most Companies/government bodies and their CEOs now have social media accounts but sadly a few are engaging. Many of their Facebook and twitter accounts are full of event photos, announcements of new products and there is hardly evidence that they engage with their stakeholders. A few haven’t been updated for weeks.

To maximize returns from social media, companies must view it as a tool for engagement and not a task that need to be completed. Let me share a few pointers on how to engagement.

1. Make it a dialogue

Social media is supposed to be a dialogue and not a monologue. Don’t just post statements and announcements of events, start conversations regarding your brand. Seek feedback about your services, what clients would want done better and new things they look forward to. Ensure you respond to their comments too. The conversations have a way of spreading especially if you keep validating the customers. The more you align yourself towards interactions the more you get closer to your clients and the more they identify with you and your services and/or goods. Increased meaningful conversations online means increased brand awareness.

2. Endear yourself to the clients –

Social media isn’t useful if you are not connecting with the clients by addressing their needs. There must be proof that you are doing more to address their needs and not just out to make money. If you are a political leader engage on issues affecting them and quit flooding them with publicity statements and photos. Instead of just tweeting photos of your meetings, show more evidence of how the discussions of those meetings will enrich their lives.

3. Don’t ignore

Scrolling through the accounts of a number of company accounts and you will see a number of inquiries and comments that have not been responded to. Ironically you will see many posts of events and new products of the company. This shows that the administrators choose what to respond to and what to ignore. When it comes to social media you got to engage your stakeholders whether you like what they say or not. It is only for your good. When clients discover you ignore their inquiries they will either stop engaging or spread negative feedback online. These two are bad for your brand.

There you have it, make it worth being on social media by engaging