



Engagement Playbook

At Grayscale, we value engagement as the bread and butter of our work. This playbook will serve as a guide in how to drive engagement on social platforms on our client's behalf.

First, what's engagement?

Sociologists define social engagement as one's participation in activities of a social group, community or society.

What's social media? It's a **community**. It is our job as social media marketing professionals to nurture a community and facilitate discussion (you know, be *social*). End all, we want to bring interest to our clients.

How do we increase engagement?

The first thing to understand is how each platform works. You wouldn't approach Facebook the same way you'd approach Twitter, right?

What are each platform's strengths?

Facebook – Think of it as a forum. Skews older audiences, but it's still the most used platform out of the hundreds that exist. You're capable of sharing several forms of content (graphics, video, GIFs, live coverage). It's a place to share ideas and foster communities on just about anything. If used to its fullest capacity, it's a great tool to drive engagement and awareness to a product or service.

Twitter – Twitter serves to catch impressions- basically, how many eyes can we get on a single Tweet? It's better served as an information gateway, used best to deliver information far and wide.

Instagram – It's all about aesthetic and promoting lifestyle. If I had to guess which platform birthed social media influencers, I'd say it's Instagram, no doubt. Here imagery speaks louder than words.

Where to start?

First and foremost, stellar content is going to drive a vast majority of engagement across **all platforms**. Second, the copy must match the content and deliver an impactful message. If either of these pieces fall short, you're going to likely have content that will run flat.

At Grayscale we have a creative team for both our Brand and Arts/Entertainment divisions, and each are in charge of delivering the best content for each of our clients. In Research & Engagement, our job is to get on the front line and pick up on what's working and what's not. That means going through the day and checking that:

1. Content has been posted.
2. There are no spelling or grammatical errors, or errors on dates, etc.
3. People are liking, commenting and sharing

If any of these things are off, then we need to speak up and make sure we correct the problem(s) with our creative teams and project managers. As a company, we have to hold each other accountable for each of our work in order for all of us to be successful.

Remember, teamwork makes the dream work!

So, the content is stellar, and people are biting the bait, what's next? The next section will go over how to we at Grayscale interact with each of our client's followers to drive up engagement even higher.

How to Engage on Facebook

What's Facebook's signature? The like button, and now reactions.



What sets the like button apart from the reaction buttons, and what should we take from seeing them instead of the regular like button?

I see reactions as a grade on our content, and you should too. If people leave our clients a bunch of hearts, laughs and wows on a piece of content then we know *hey, this works! Let's make more of this!* Conversely, if something's got nothing but sad and angry faces (or uh, *nothing at all*), we should take that as a heed of advice from our audience not to post that kind of content again.

You might be asking yourself *how should we use reactions, if we can?* First, it needs to be determined if using any of the reactions would be part of our brand's voice – for example, would a serious brand such as a hospital use a laughing face over a more casual brand? You get the idea.

Reactions, if you use them are great but I wouldn't go overboard with them. I save them for the right moment.

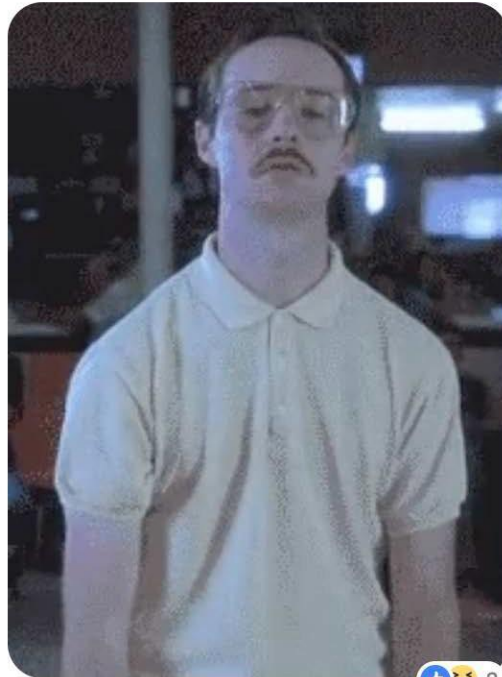
Here, we like every single comment that users leave behind. It lets them know that we read their comments and helps start a thread. We also want to reply to users when they comment, same purpose.

When you're commenting as the client, keep in mind their brand voice and think to yourself *would my client say this?*

On the next page is an example on 1.) how/when to use them and 2.) how to carry out a conversation to encourage people to speak up.



Josh Randolph



Haha · Reply · Message · 7h



Temple Live Is it bad I can hear his voice? 🙌😂 2

Like · Reply · Commented on by Rasha Shaker [?] · 3h



Josh Randolph Temple Live lol! Me too! 🙌😂 2

Haha · Reply · Message · 2h



Temple Live We hope he brings Lafawndah with him to the show.

Like · Reply · Commented on by Rasha Shaker [?] · 2h 🙌 1

The user left a GIF from Napoleon Dynamite on a post about an upcoming show at the venue. Here, you'll see that I left behind a laughing emoji because, the GIF and the movie were funny. Then, to drive the conversation further I replied, and here you have happy little cycle of laughing. Notice that there were other people that went back to like/laugh through the thread.

Mission accomplished.

Rinse and repeat on each post for that day, and that's it. Easy, right?

How to Engage on Twitter

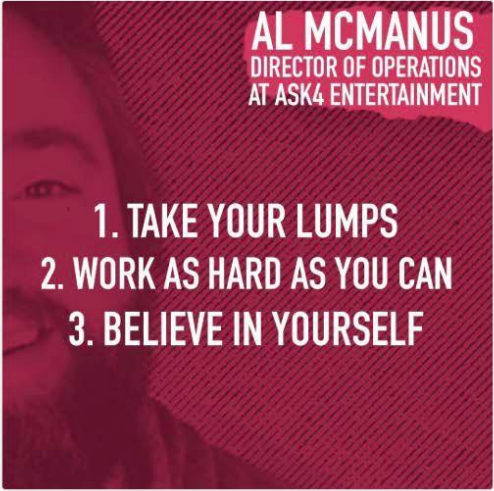
Twitter is a different beast from Facebook.



Cory Price and 12 others followed you · 15m

On here, we want to drive as many eyes to our profile as possible. That means playing the following game. When we bring people on board, we'll go into each profile and individually DM our new followers. It's as simple as thanking them for following us and asking them an open-ended question. Just like Facebook, you want to drive conversation:

The Golden Rules @TheGolden_Rules · Aug 3
Which one of Al's Golden Rules is your favorite?



1 Like 1 Retweet 2 Hearts

Daun King @king_daun **Following**

Replying to @TheGolden_Rules

2

10:04 AM - 3 Aug 2018

1 Like

1 Retweet 1 Heart

Tweet your reply

The Golden Rules @TheGolden_Rules · 2h
Replying to @king_daun
Good choice!

1 Like 1 Retweet 1 Heart

I admire you 🎵 🎵 🎵
Aug 3

Thanks!
How are you doing?
Aug 5 ✓

Good and you?
Aug 8

I love music and industry and people with passion 🎵 🎵 🎵
Aug 8

Likewise! We wouldn't chose any other business to work in.
2h ✓

How to Engage on Instagram

The biggest factor of this platform is that the content absolutely has to be spot on (the visual AND the copy) to warrant *anything*.

When people engage with a post on Instagram, we'll go back and leave behind a heart beside their comment and reply:



Also, take note of the hashtags. Since Instagram allows you to use so many at once, you need to do your homework on which hashtags are being used. Of course, you don't want a hashtag so broad and used that the content gets lost. Be intentional with each hashtag you use and alternate them or what'll happen is Instagram will squish reach because it'll take it as spam. Keep a bank of hashtags and switch them around each post.

Summary

We learned the basics of how each platform works, and how we can drive a conversation on each one. How we converse with our audience will depend on what we've established as the brand's voice.

Before you get to work answering replies and messages, a Project Manager and I will go over with you the brand – what to say/not say, use emojis/no emojis, etc. We'll set you up for success.

If you have any questions, whether it's how to reply to someone or you don't know the answer to someone's question come to me. It's better to make sure that we give the right answer the first time, rather than make a mistake and have a client displeased with us.

Social media changes constantly, and so this playbook shouldn't be treated as something set in stone. As innovations come and practices change, this playbook will be updated to reflect the most up-to-date information.

Now, go get 'em tiger!