Posting and Engagement Tips

- **Create a loose content plan.** Work with your department or team to create a list of priorities and ideas for upcoming social media posts to best meet your goals and reach your audience.
- **Follow relevant industry publications/newsletters.** Another way of increasing engagement is through the curation of articles relevant to your industry and sharing accordingly.
- **Share!** When attending conferences or relevant events, snap a picture and share on social! This is a great opportunity to capture the behind-the-scenes atmosphere of your department.
- **Tag!** Tag Bristol departments, companies, organizations or people relevant to what you're posting about. When sharing a photo that includes a third-party organization or individual, look up their social media handles (if applicable) and tag them directly. Tag us @BristolCC in your posts, too.
- **Take a picture.** Photos increase post engagement. The quality of the pictures taken on your phone are usually great for social media. If you *must* use stock images, websites like Pexels.com, Pixabay.com and Unsplash.com have thousands of FREE (and royalty-free) images for use. Take a look!
- **Use graphics.** Canva.com – This website allows you to easily modify images and graphics for use on social media, in emails and more!