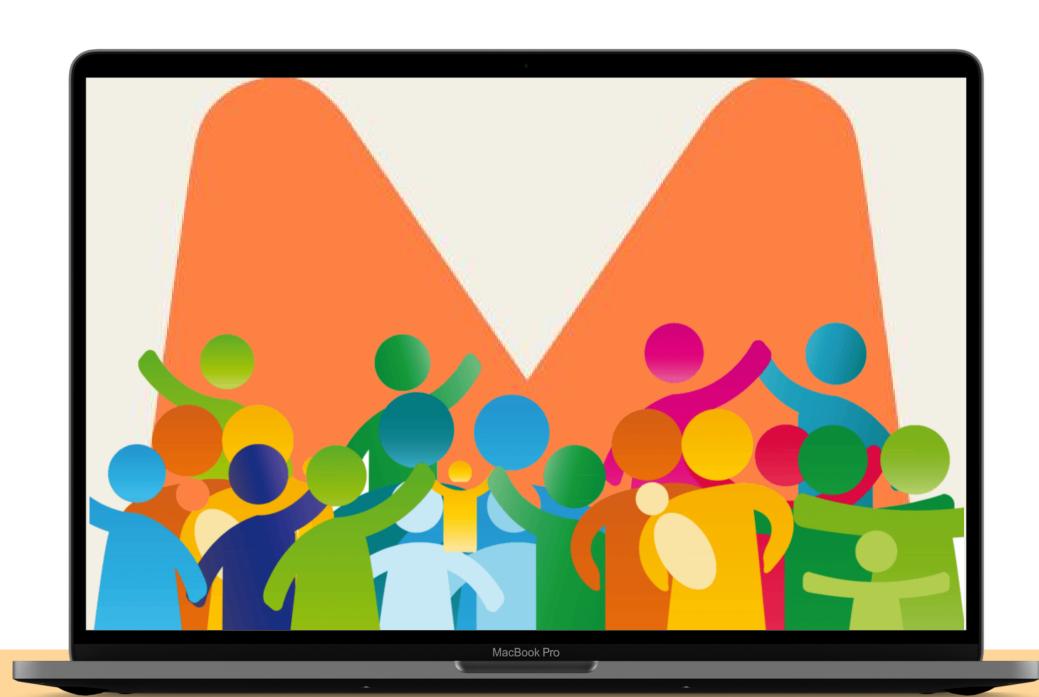
## Community Engagement Strategy



## 1. Direct Communication

#### People like to feel valued:

- **DMpro** allow you to send Mass Instagram DMs to all your followers with the click of a few buttons.
- Amazon SES (Simple Email Service) can also be used to automate mass emails to help build or rekindle a personal connection with old and new customers.

## 2. Share Relevant News

People like to have access to information:

- Share recent and relevant news from **credible sources** that are relevant to your industry.
- Share technology/software updates.
- Share information about upcoming events.

# 3. Ask Relevant Questions

#### People like to be involved:

• Create engaging social media captions which encourage **conversation**.

• Ask **open-ended** questions can initiate interaction.



# 4. Incorporate Some Humor

#### People like to have **FUN**:

 Share posts that make our customers laugh - they will associate our brand with positive vibes and be more likely to engage/repost.

 Run fun competitions - user generated content can be used for Tiktok or Instagram reels.

## 5. Share Curated Content

People appreciate a variety of opinions:

- sharing relevant curated content to keep your audience **intrigued**.
- Benefits positions our brand as a thought leader, increases organic traffic, and helps to connect us with brands and influencers of our field.



# Thank You

