

Social Media Engagement

Social Media is likely one of the best ways to get information out to others. Whether you are running your own page to stay in contact with your friends and family or running a business page to keep your products in front of your customers, you are using some type of social media. This has also opened up a new career opportunity for Social Media Influencers or social media Communication Specialists. There are many different forms of social media and more being added often (instagram, facebook, snapchat, tik tok and many more). With so many good things about social media, it can also be used inappropriately or easily be taken out of context, which can end up being the downfall of your business if shared by the wrong target audience. This is something that requires practice and thought.

This activity is to give you that practice. The goal will be to create a social media post about a topic you are interested in, think career focused, hobby, sport, life event, etc. Research different tips on how to create a good post and reach as many people as possible. Try to get people to interact and talk about your post through comments, shares or likes. Introduce different #hashtags, @tagpeople, add a picture/video etc. Then write about what you learned about social media and how effective your voice is.

1. Count how many people could possibly see your post vs how many interact with it.
2. How could you get more people to interact with your post?
3. What platform did you use? Do you think a different platform would have had a different impact?
4. Did your audience interpret the information the same way you intended?
5. Any other observations or things you learned during this activity.

Helpful link:

[Animal Ag Alliance social media guide](#)

Shameless plug: Be sure to like [Edgecombe County 4H & Livestock](#) on Facebook and @edgecombe4h on Instagram, #edgecombe4h

Once finished, complete the [post activity evaluation form](#). You can upload a screenshot of your post to the end of the form or answer these questions in a document to upload a file.