



Engaging Social Media

48 Easy Ways To Give People Something
To Think About



Denise Griffitts

Your Office On The Web <https://yourofficeontheweb.com>

Your Partner In Success Radio <https://yourpartnerinsuccessradio.com/>

Email: support@yourofficeontheweb.com

Telephone: 888-719-6711

1. Share Lists

Everyone loves lists. A great way to get people engaged with your visuals is to gather ideas, write a quick blurb on each, and present the items in a list format. Make an infographic that looks nice and it'll be easy for your readers to consume. ([Canva is a great and free tool for memes, infographics and much more.](#))

2. Teach Your Audience

Take your expertise in your field and use it to teach your readers/audience something they don't know how to do. Present it to them in clear, easy steps visually so they can take it in at a glance. People love short clear sentences followed by bullet points. You will laugh, but I always tell people to keep it Homer Simpson simple!

3. Create an FAQ

Brainstorm a list of common questions you hear from customers and compile them into a visual 'Frequently Asked Questions' page on your website or a PDF you can share. You can then take that PDF and turn it into an image (.jpg or .png to share on your social media accounts) by using Adobe or doing an online search for image conversation tools. Many of them are free.

4. Curate Excellent Content

You don't need to create all visual content yourself. Along with creating your own content, find good content your audience would love and share it with them. Be sure to tag the person/company on your social media and share the love!

5. Don't Worry about Length

With visual content, length isn't a major consideration. One image with a few words of text can be just as helpful to your audience as a 100-page ebook. For ebooks, blog posts, visuals and other content, focus on quality and not length.

6. Crunch Numbers

Visual content is perfect for presenting hard data, which is difficult to digest when presented in text format. Whenever you come across interesting stats somewhere that your audience might like, create a diagram, chart, graph or infographic and share it with them.

7. Use Excerpts

Take small excerpts of marketing content and create slides, graphics or even memes out of them that can be published elsewhere on the web to drive traffic.

8. Try Newsjacking

Whenever you come across news online that's relevant to your niche or audience, share it with your readers along with an appropriate image. This is called 'newsjacking' and it needs to be done quickly while the story is trending. Share the story and add your two cents.

9. Make Content That's Evergreen

All of your content should be 'evergreen,' which means that it will never be outdated. Blog posts that you wrote years ago should still be relevant today. If a post isn't, go back and update it with additional text or images. It needs to be able to stand the test of time. The same holds true for podcasts. Do your best to keep your episodes informative, engaging but not tied to any practical event or date if you can avoid it.

10. Create an Editorial Calendar

An editorial calendar is a tool that helps you organize your content. It helps you manage multiple contributions, keep track of keywords, stay on schedule with your posts, and organize topics. You can use it for visual content as well as text-based content to make sure you're sharing a variety of content regularly.

11. Make Slides from Presentations

Take any presentations you've made in the past and turn them into slide presentations. You can load your speeches, training sessions or webinars into the system and add graphics and fonts to create something totally original. Again, Canva is a great resource to create slides.

12. Revamp Your Pillar Content

'Pillar content' is a term that refers to your most popular posts and those that best represent what you're about. Like pillars, they provide the foundation for your blog or site. It's good to sometimes update this key content and one way to do this is to add images and graphics to make it more visually interesting.

13. Make Videos

Videos provide great additional content for how-to type posts because they show rather than just telling. You can create simple videos by getting in front of the camera and explaining the steps while demonstrating.

14. Get Guest Bloggers

There are a number of good reasons to invite guest bloggers to contribute. They can offer a fresh perspective or different angle on your topics. You can invite industry experts to share their expertise, which can get you more exposure by taking advantage of their name. Ask guest bloggers to provide at least one visual with each post.

15. Save Ideas for Future Posts

Whenever you get a content idea, write it down. Spend some time occasionally brainstorming ideas for future content. Keep this list to draw on when you're stuck on ideas. Use tools like Evernote to keep these lists organized so you can find ideas whenever you need them.

16. Create Infographics.

Infographics are visuals that take complex information and present it in a way that's easy to understand. Consider taking text-based blog posts you've written and turning them into infographics to make them easier to digest.

17. Post Photos on Social Media

Always keep an eye out for photographic opportunities and post them on your social media sites. Take plenty of pictures at local events in which your company participates. If possible, share photos in real time with quick comments.

18. Use QR Codes

Put QR codes on your physical products as a way to get offline customers to your website or social media profiles. When they scan the code with their mobile device, they're directed to your chosen URL automatically.

19. Crowdsource User-Generated Content

Ask your customers to send in their own visual content. For example, ask them to take pictures featuring something related to your niche. This is called crowdsourcing and it's effective because it encourages your audience to get involved directly in your brand.

20. Make It Beautiful

No matter what kind of visual content you make, whether online or off, make it stunningly beautiful.

21. Put Text in Your Photos

Take any image you're using for visual content and add text to it. This helps you get your message across more clearly.

22. Use Visual Marketing Everywhere

Visual content is huge and leading businesses are putting visuals online everywhere. You should use visual content on your social networks, your website, your blog, and anywhere else you have a presence online.

23. Make Collages

Collages can be used to engage users and communicate a number of things to your audience. With online tools, they're easy to make. Have I already mentioned Canva?

24. Touch up Your Photos

With desktop photo editor programs, you can take ordinary photos and make them extraordinary. There are both free and premium tools to help you crop, resize, enhance with features, and add text.

25. Get Your Audience to Share

On social media, photo content is the most shared. Encourage your audience to share your images so that other users will see them.

26. Create an Excellent Facebook Cover

The cover photo at the top of your Facebook Timeline is a piece of major online real estate. Use it to communicate your brand message to those who visit your profile.

27. Use Social Media Photos to Capture Leads

Use photos on social media sites such as Facebook and Google Plus to gain followers and generate leads. It's a numbers game so get into a routine of posting visuals often.

28. Present How-to Images

The best content is like the 'how to' section of the bookstore – it shows people how to do something. Photos can be used in the same way, showing the viewer the steps they need to take to solve a particular problem.

29. Present the Facts

Take any fact that you come across which is related to your niche and make a simple chart of visual to help drive it home.

30. Keep Your Landing Page Simple

Strong visuals can spice up your blog, website or social media, but keep landing pages simple. Each visual used should have a purpose and not stand in the way. A landing page's sole purpose is to call the visitor to action, so eliminate any visual content that distracts from this goal.

31. Add Quotation Marks

Take important phrases from your marketing materials and make visuals of them as lettered quotes. This is a way to emphasize key points you want your readers to understand.

32. Give Your Audience Something to Pin

Social media site Pinterest allows users to easily share visual content. Make sure that each of your posts has something they can 'pin,' or share on the social network.

33. Use Visual Note Taking

Some of your audience members learn better through visuals than text, so use visual note taking to communicate with them.

34. Monitor Reader Reaction

Some images work better than others at gaining attention and communicating. Pay close attention to which images get comments, shares, views, and so on to learn what kind of visuals your market likes.

35. Be Bold

Don't be afraid to share images that are bold or controversial. Striking images get the most attention.

36. Share Quotes

Take quotes relevant to your audience and share them in a visual way. Readers love quotes and they have a way of communicating so that people take notice.

37. Use Reviews as Visual Content

Reviews on sites such as Yelp, LinkedIn and Facebook can be shared as images on other sites. Take your good reviews and put them on all of your marketing channels so your readers will see them.

38. Locate a Good Stock Photo Source

You'll need stock photos for your visual marketing, so find a site that you like with reasonable rates and a variety of images. I use and love a site call Unsplash. The images are stunning and free. [Unsplash](https://unsplash.com)

39. Name and Describe Images Well

For each visual that you use, take some time naming it and writing an applicable description. This will help people find your visuals in web searches.

40. Mix up Your Marketing

Use as wide a variety of visuals as possible because different types appeal to different readers.

41. Make Word Art

Create visuals with words using programs such as Wordle. Word art communicates on both the logical, verbal level and the visual level.

42. Create Extreme Close-ups

A great way to create interesting visuals is to take an extreme close-up of something. Close-ups grab attention by appealing to the reader's curiosity.

43. Record Your Big Moments

Whenever something big happens within your company or industry, record it and use it as visual content. This is part of your brand's story.

44. Cut to the Chase

Visual marketing can be taken in at a glance. The text you use for your visuals should be just as easy to digest. Any wording used should be concise and to the point. And I would strongly suggest avoiding cutesy fonts. They don't age well and are often difficult to read.

45. Take Your Readers Behind the Scenes

Customers love to get an inside look at their favorite brands and their industries. Use your visuals to show what goes on behind the scenes.

46. Look at Professional Designs for Ideas

Learn about basic professional design visuals and use them in creating and sharing content. Get help from professionals when you need their opinion.

47. Take Advantage of Features

Each medium has its own unique benefits and features. Exploit these benefits and features in creating your visual content to make the best of the medium.

48. Keep Your Goals in Mind

When designing visuals, always keep your overall marketing goals in mind. Ask yourself, 'How does this fit in to my overall strategy?'