First of all learn about these tools for social Media   post creation and reels :-

Canva.com and vn editor mobile app, Kinemaster , video maker.

& buffer.com to link all social media and share your content at same time to all your social media platforms.

1. Post Content Worth Engaging With

If you want to increase social media engagement, you need to create content that people can engage with. For this check your competitors

  ➢ Daily check their post Topics and
  ➢ Check their post timing and
  ➢ check their recent 10 post content and **hashtags** they are using in their recent 10 post regularly.
  ➢ Check which type call to action they are using in their post for example :- Call Now , DM me,
  , Learn More , Watch Now , Visit Now , Send Message.

After proper research on your competitors post content You can apply above points in   your post.

Posting Ideas :-

It could be a poll on Twitter, a video people can relate to, a graphic that makes **people laugh**, or a product photo that encourages someone to tag their friends.

Choose to post content that will receive a positive reaction from people.

 Is your post about something **beautiful**, **inspiring, funny, or relatable**?

Choose content that'll drive an **emotional** response from people.

As you're building a store avoid posting things that'll make people angry at your brand such as sensitive issues.

2. Respond to All Comments

To increase social media engagement, you need to be social too. When customers send you a message or leave a comment on a post, they're giving you an opportunity to talk to them.

Whether they leave a positive or negative message, you should be responding to each customer. You can show appreciation for positive messages and suggest a resolution for negative ones. The only time you wouldn't respond to a post is if someone tags their friend as they're not directly engaging with you.

3) Encourage Readers to Comment, Like, and Share

When you create a post always add a call to action at the end of it. You can ask people to like, comment, and share with their friends. People are more likely to share a post if you ask them to.

4)Start a Facebook Group & Linkedin Group

Facebook groups are a great way to increase social media engagement. Groups are generally more social than pages as members are free to post their questions at anytime. By having a group, you can allow your customers to communicate with each other. This will allow them to get to know other people in their niche. You should also be active in your own community and strengthen your relationships with others. You'll should moderate posts within the group to avoid spam. But also to ensure that the group remains valuable to its community.

Note:- daily join 4 to 5 groups and share your post into these groups.

5) Ask a Question

When you post on social media, an easy way to engage your fans is to ask a question. Asking a relevant but fun question is a great way to get your customers to leave a comment on your post. For example, you can create a post that compares two different dresses and ask 'Which would you rather

wear on date night?' This allows you to incorporate your product into the question while still being playful with your audience.

6) Post Multiple Times Daily

To increase social media engagement, you'll need to post regularly on your pages. On average, 1-2 posts per platform per day will help you build an engaged audience.

7) Use Two Attention Grabbing Words at the Beginning of a Post

When I first started managing social media pages, I experimented a lot. I noticed that when I capitalized two important words before a post, I generally received higher engagement. For example, if I was running a giveaway or contest I would write: 'GIVEAWAY ALERT:' or 'CONTEST ALERT.'

8) Make interactions with your competitor's audience and with your followers:-

Always reply and personally chat with your followers &

You can do interactions by making reply , comment and like comment of your competitor's audience.