

Slvr Wlf 30-Day Social Media Goals Challenge



Week 3

30-Day Social Media Goals Challenge

Goal 1: Increase Instagram Engagement Rate by 20%

Goal Description

Boost your Instagram engagement rate by 20% within two weeks.

What To Do

Your engagement rate refers to the number of likes, comments, shares, and saves you get for your content. So, start by knowing what your present engagement rate is:

Track your engagement rate over the last two weeks. Go to Instagram > Professional Dashboard > Accounts Engaged. Change the **Last 30 Days** to **August 1-14**. Update. Take a screenshot of the page and save it.

Why It Matters

A higher engagement rate signifies that your audience finds your content relevant and engaging.

Note: You can convert 20% to numbers so that it is easier for you to track. Find 20% of your current figure, add it to your current figure to determine your goal



Step by Step Guide to Meeting the Goal of the Week

Day 1: Create High-Quality Posts.

Audit the types of content you create.

Look at the page you just took a screenshot of. Scroll down, and you will find the posts you made that your audience engaged with. The posts with higher engagement are the types of posts your audience likes. Audiences like visually appealing and high-value content.

The best way to create high-value content is to ask yourself: What does my audience want to know about my line of work? Go to your competition's posts that are doing well. What are they posting? More importantly, what questions are people asking under their posts? Create content around those questions.

For example, this is a screenshot from a fashion designer's page.



What does this tell you about creating valuable content for your fashion store?



Day 1: Create High-Quality Posts (Cont'd)

Spend about 30 minutes to one hour each day looking at your competitor's pages and checking what people are asking in the comments.

Note these and use them to create content for your pages. But don't stop there. Go to their pages and comment under the questions with your answers to these questions. This means that people will see your comments and check you out. Giving your page more reach and engagement.

Although engagement rate varies per niche/industry, an engagement rate of about 6% is considered best. This means that if you have 100 followers, you can expect 6 to comment, like, share or save your post. ***(Remember that your workers, friends or family don't count towards your engagement rate)***



Day 2: Use Engagement Features

Utilise Instagram features like polls, questions, and quizzes in Stories.

Aim to create 3 stories a week in the next two weeks. Make one Story a poll, another a quiz and a third a question. Don't ask questions like: What type of content do you want to see on my page next? Unless you already have highly engaged followers. Instead, ask questions that gives opinions on something you do or you want to do.

For example, for a food/beverage business, here are five questions you can ask to promote engagement:

- What's your go-to street food?
Options: A) Suya, B) Gala, C) Boli, D) Puff Puff
- Guess the price: How much does a plate of Amala cost at [Your Restaurant Name]?
(Use the slider feature for this question)
- Which drink pairs best with this egusi soup and pounded yam?
Options: A) Chapman, B) Zobo, C) Palm wine, D) Maltina
- Complete the phrase: 'No party is complete without...'
(Let followers type their answers)
- True or False: [Your Company] uses only locally sourced ingredients.
(Use the True/False feature)

Adapt the questions above to suit your business. Also, you can promote the Story with the most engagement at the end of the week for a wider reach.



Day 3: Interact with Your Audience

Check through all your comments and DMs. Ensure that you have responded to each one. If you have not, do so now.

You can create templates for responding to your customers frequently asked questions, so that once they ask you the question, you copy and paste the answers. This saves you time.

You can also use Instagram automation features to save yourself response time.

Welcome Message: Create a custom welcome message for when people start a chat with you

Saved Replies: Use this to save responses to questions you receive the most

Access these in Settings > Business Tools and Controls > Welcome Message or Frequently Asked Questions or Settings > Creator Tools and Controls > Welcome Message or Frequently Asked Questions

Going forward, reply to comments and DMs promptly.



Day 8: Monitor and Adjust

Make metrics your friend.

Decide on what metrics you want to monitor and then use Instagram Insights to track them.

Check your engagement and adjust your strategy accordingly.

If a particular type of content did not get engagement, ask someone who should know to take a look and advise on what you should adjust.

The Slvr Wlf Vendor account is always available to help. Just send us a DM, and we will give you your first consultation for free.

Remember this is a 2 week challenge. Create three more Stories this week and by Day 14, check the difference in engagement between Day 0 and Day 14.



Real-Life Example:

A lifestyle brand improved their Instagram engagement rate by 22% by posting high-quality images and actively engaging with their audience through Stories and comments.

Here is the Action Plan (Checklist) you will be following in the next two weeks

- Focus on high-quality content
- Use interactive features in Stories
- Engage with your audience regularly
- Analyze engagement metrics and adjust strategies.

Do you need help implementing this strategy?

Reply to this email to let us know.

We will check back in one week to see if you met your Week 3 Goal.



We Offer Strategic Solutions that Connect You with the Right Audience

www.slvrlf.com