

Introduction

Having a presence on social media as a business is so important today. It's a free and easy way to market your business to millions of potential customers. While posting regularly should be included in your social media strategy, it's important to remember to create posts that will drive engagement. Has your social media engagement been slacking lately?

There are so many factors that can contribute to the amount of engagement your page is receiving but here we will solely focus on how to use psychology to increase your social media engagement

Source: <https://yourdigitalresource.com/psychology-drive-social-media-engagement/>

Colors & Images

People naturally are attracted to visuals. In fact, 65% of people are visual learners and 90% of the information transmitted to the brain is visual. So it only makes sense that your social media posts should include some sort of visual, whether it be an image or video.

Research also shows that visual content is shared 3x more than text, allowing your business to reach a larger audience.

The brain processes visuals 60,000 times faster than text. So when people are quickly scrolling through their pages, an image is what people will stop at or more likely to remember. There is more to it than just picking an image though

The colors you choose to share also can have an effect on your social media engagement. For example, a recent study showed predominately blue images receive 24% more likes on Instagram than other colors and images with 1 dominate color receive more engagement. Avoid a complex color scheme and keep it simple in your posts. Colors can also bring out different emotions in people, which leads to the next tip!.

Color Meanings

blue TRUST SMART CALM FAITH NATURAL STABLE POWER	red LOVE IMMEDIACY ENERGY SALE PASSION ANGER HUNGER	black BOLD RICH POWER MYSTERY ELEGANCE EVIL STRENGTH	green SOOTHING ECO-FRIENDLY NATURAL ENVY JEALOUSY BALANCE RESTFUL
yellow CHEER ATTENTION CHILDISH FRESH WARMTH ENERGY OPTIMISM	orange HEALTH ATTRACTION STAND OUT THIRST WEALTH YOUTHFUL HAPPINESS	pink TENDERNESS SENSITIVE CARING EMOTIONAL SYMPATHETIC LOVE SEXUALITY	purple ROYAL MYSTERIOUS ARROGANT LUXURY CHILDISH CREATIVE SADNESS

Emotions

Creating posts that evoke emotion from your audience can increase your social media engagement. So what kind of emotions should you aim to bring out in your audience? In order to get the most shares, happiness is said to be the main driver of social media sharing. And the top 10 emotions for viral content are mostly all associated with happiness such as, amusement, delight, pleasure, joy, surprised, and excitement. Not only should your post be happy, but also positive. According to a study done by BufferSocial, they concluded that viral content has 3 common elements: positive feelings, emotional complexity, and the element of surprise. Tapping into your audience's emotions can be extremely beneficial in increasing your social media engagement. As mentioned before, colors also play a role in emotions. Take a look at the image below to find out which emotions the colors you have been using are most likely to evoke..

The Fear of Missing Out

Create posts that give users a sense of urgency. Depending on your business, how you create this urgency will vary. Examples include limited time offers or only giving away a certain number of things. People are generally prone to wanting to be included or not miss out on anything, so by creating this sense of scarcity it will encourage them to act. On the other side, your business can use this tactic by creating posts that convey the rarity of your services or how your services or brand are unlike any other. If you offer unique services, highlight those! People will be intrigued and feel compelled to use your services, or at least try them out..