

Brenton's social media content has a **highly engaged audience.**

What does high engagement mean?

CONNECTION



High engagement means the **audience is connecting** with the content through likes, comments, shares, and clicks. This tells us that the content resonates with the audience; it's **relatable, memorable, and helpful.**

ACTION

A highly engaged audience is

more likely to take the next step to

learn more about or purchase a brand

or product that's featured in the content.



REACH

More Engagement = More Reach

When content has high engagement, more people are likely to see it – **including lots of people who aren't already following that profile.**



Why is engagement more important than follower numbers?

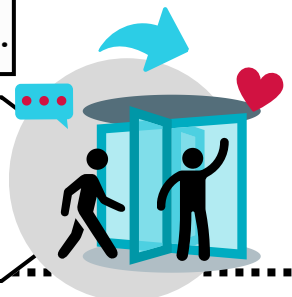


FOLLOW NUMBER IS A PASSIVE METRIC.

Many social media users follow a page and move on, never to visit or interact with it again.

ENGAGEMENT IS AN ACTIVE METRIC.

Engagement shows you how people are **connecting with your content right now.**



DON'T FORGET!

Followers aren't the only people exposed to a page or profile's posts. Social media users are being exposed to all kinds of content, even if they aren't followers or subscribers.

