

# Social Media Engagement Toolkit

Helping you strengthen your digital presence



## Take the Lead

Why share? It's quite simple: brands who share posts further their reach. "Reach" is the number of social media accounts that see your post. By following the best practices outlined below, you can maximize the number of eyes on your content so you can "reach" your full potential.



Sunday calls for pasta 🍝 I don't like to cook on Sunday, but these days call for more at home meals. With [@otamotfoods](#) I can have a delicious and nutritious meal. Check out the link in my bio for new recipes and more info about Otamot Foods Expo East show specials.

[#nutritiousanddelicious](#) [#organic](#) [#vegan](#) [#expeast](#)



## Best Practices

By following the best practices below, your content could see a **50% increase in reach**.

- 1** Authenticity .....▶

When posting or reposting from another account, add your own voice to the caption. Your audience wants to see authenticity.
- 2** Call-to-Action (CTA) .....▶

Use a Call-to-Action (CTA) in your caption to inspire your audience to engage with your posts.
- 3** Use Tags .....▶

Tag brands, partners, and team members in your posts to further your reach!
- 4** Hashtags .....▶

Use unique hashtags to maximize your social presence and reach a broader audience.

It's a virtual world, make sure your brand owns the online conversation!



Spark Change™

BRINGS YOU

# Spark Brand Success

Uniting service providers and brands



## Hosting a session at Spark Brand Success?

Download our Spark Brand Success Social Media Image Kit and start with the suggested caption for easy posting.

Feel free to add your own language to the caption – remember, #1 on Best Practices is Authenticity!

Don't forget to use the show hashtags and tag [@natprodexpo](#).

Download includes images created for Instagram (static post & IG story), Facebook, LinkedIn, and Twitter.



### Suggested Caption:

Our company is looking to help your natural products brand reach its full potential in 2021 and beyond. Plan to attend our session at the upcoming Spark Brand Success event hosted by @Natural Products Expo Virtual and Spark Change! Learn more here: [npevirtual.com/agenda](https://npevirtual.com/agenda)

[#sparkchange21](#) [#sparkbrandsuccess](#) [#npev21](#) [#virtualthatworks](#)



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## Have a virtual booth at Spark Brand Success?

Download the below images and start with our suggested caption for easy posting.

Feel free to add your own language to the caption – remember, #1 on Best Practices is Authenticity!

Don't forget to use the show hashtags and tag [@natprodexpo](#).

Download includes images created for Instagram (static post & IG story), Facebook, LinkedIn, and Twitter.



### Suggested Caption:

We are so excited to be a part of the first @Natural Products Expo Virtual event of the year, Spark Change: Spark Brand Success! We'll be in our virtual booth ready to connect and help you build your brand in 2021 and beyond. Want more info? Click here: [npevirtual.com/register](https://npevirtual.com/register)

[#sparkchange21](#) [#sparkbrandsuccess](#) [#npev21](#) [#virtualthatworks](#)