

Practical Tips On Management of Social Media Engagement

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I left Facebook a while back but rejoined it for business reasons. For businesses, it is virtually unavoidable so it requires some skillful application of one's participation. I also joined some less well-known platforms to see how they work and whether the experiences on them differ. (MeWe, Gab, Minds). They do differ, but that is a separate topic.

For Facebook, here are a couple of suggestions. First, apply the "live unknown" idea by creating a separate page for yourself with a chosen name. I did this recently using the name "Mindmuser". It has 0 followers at the moment, but its purpose is to be able to interact in groups anonymously.

With comments, arguments, etc. always be positive and constructive. Never engage in pointless arguments. A guideline I use is a response limit. This means if I initiate a post and someone comments with an argument, I will respond once. If they come back with more arguing, I don't continue. It is not easy to do this as it will feel like resigning. But if I've made my point twice, once in the post and again in that first reply, there's no more to say.

Here is the most important point. You are not writing, replying, commenting, etc. for the individual who is engaging you. You are writing for all the silent readers who are quietly interested in what you are saying.