



Evaluating strategies to improve social media engagement of engineering audiences

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As internet access becomes easier, the world is entering a digital era – in which people spend a lot of time accessing content through mobile devices. In this context, the way through which individuals and organizations relate is also changing significantly. People are not only passive customers anymore, but also active agents of engagement and sharing of content, so that the user, and no more the product, becomes the center. Providing a good experience to the client becomes the major goal, by means of which it is possible to establish a trustful and lasting relationship between the public and the brand. In view of this, the present study aims to assay different types of engineering content as tools for engaging an audience. The first step will be the establishment of the target audience, based on the selected social networks and profile of the researchers. Afterwards, the brand will be created through *brainstorming* sessions, using Canva to design the logo, the fonts and the colours. After the registration of the accounts in the social networks, different strategies for content creation will be adopted, aiming to grow an audience and rate engagement metrics – likes, comments, sharings and savings. The preliminary results include: the target audience (young engineers and engineering students, less than 35 years old and with little or no experience); the brand and Instagram page “Sabendo Engenharia”; and a strategy based on daily *feed* posts, which has shown to not be the best option until the moment.

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