

Driving Real Engagement

Social media strategies that work

Many organizations face a familiar challenge: investing time and resources into social media content that fails to cut through the noise. Platforms evolve, algorithms shift and the tactics that worked last year may now be working against you. For associations and firms in architecture, engineering and construction, the gap between posting consistently and posting effectively is growing wider, and the cost of that gap shows up in missed engagement, reduced visibility, and audiences that scroll past content that deserves their attention. This session delivers a practical, up-to-date framework for building social media content that is searchable, engaging, and aligned with your organization's communication goals. Drawing on AOE's hands-on experience in social media marketing, digital content development, and public relations for technical industries, presenters walk through platform-specific strategies that address how algorithms now prioritize content and how audiences actually interact with it. Attendees will explore how to develop content that builds community, drives meaningful engagement, and supports broader marketing objectives across the platforms that matter most to their audience.

LEARNING OBJECTIVES:

- Diagnose the gaps in your current social media approach and identify the content types and formats most effective for technical industry audiences.
- Apply platform-specific strategies that align with current algorithm behavior to improve content visibility and organic reach.
- Develop a content planning process that connects social media activity to measurable engagement goals and broader organizational objectives.
- Implement best practices for creating high-quality, searchable content that strengthens brand presence across key digital channels.

