



# QUESTIONS TO ASK

TO INITIATE  
CONVERSATIONS WITH  
YOUR ONLINE COMMUNITY

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Successful social media is all about engagement! Simple questions are sometimes the best resources to get your audience to start to converse with you. But what to ask? That's where I come in.

## THE GOALS

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- To get people responding to you, on your page.
- To get people to talk amongst themselves on your post

## SAMPLES OF QUESTIONS TO TRY

- **Get Personal:** "What book are you reading right now?"
- Pick questions that highlight a point you want to convey: "What movie character most highlights leadership to you?"
- **Connect with Weather:** "Favorite season?"
- **Honor others:** "What leader made an impact on your life?"
- **Think Local:** "Favorite business in our local community?"
- **Give people a choice:** "Mustard or Ketchup?"
- **Get people to think:** "What lesson from your grandparents still follows you today?"
- **Cause people to connect with nostalgia:** "What candy brings back a childhood memory?"
- **Connect audience to a current trending topic:** "Projected winner of today's game?"
- **Connect with people's emotions:** "What leadership quality is lacking in today's government?"
- **Have fun:** "What would you do if you were President?"
- **Get them looking forward:** "What lesson do you hope your children carry into the future with you?"

## FINAL REMINDERS:

- Conversations will benefit your social media algorithms.
- Keep questions simple and clear to understand.
- Respond back to them, acknowledging their engagement.
- Ask questions that are unique, that touch a passion point, and that are easy for people to respond to without much thought.
- Make sure questions make sense, within your brand.

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