

# HOW TO BUILD COMMUNITY & TRUST WITH YOUR AUDIENCE

*increase engagement and sales while building trust*

Community is one of the most valuable things you can build for your business and personal brand, and is one of the ways you can best serve the people who love your content.

But there is a difference between building your *audience* and building your *community*. An audience comes to your page to connect with you. **A community comes to your page to connect with each other.** And when you have community, it increases your retention, sales, and the brand loyalty you can cultivate with followers.

Here are a few of the best actionable recommendations for how to build community and trust with your audience:

## TIP ONE

**Use your caption CTAs intentionally.** How can you create connection opportunities in the call to action? Some examples:

- "Drop your favorite emoji below and connect with fellow emoji sharers."
- "Where do you live? Look for and connect with someone in your area."

## TIP TWO

**Show behind-the-scenes of your life.** Give followers a real peak behind the curtain of the products you actually love and use. The moment you show people the *less* glamorous parts of your life and the things that make you feel like a real human, they will see themselves in your shoes and want to follow along.

## TIP THREE

**Give your community members a voice.** You can try:

- Letting them vote on outfits, activities, and content ideas through polls.
- Telling them when something your post is inspired by an idea the community gave you.

When you make followers feel like they are in a community, it shows that you truly care, are listening, and want to make their lives better. **Ultimately, this increases engagement and trust, and your ability to drive sales.**

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