

5 Easy Ways to Gain Social Media Followers



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Brands use social media platforms to connect with their audience. So, you want to have as many of the right followers as possible.

You want to connect with people who will actively engage with your content, share it with their networks, and be customers. Here are 5 tactics to consider to grow your social media following.

Post Content Your Audience Cares About

Give both prospective and current fans a reason to follow you on multiple platforms. Don't just share links, share your perspective. Create content that people won't see elsewhere. Provide value and entice followers to stay tuned in.

Tailor your content for each channel's users. Use Twitter to share the latest news and real-time alerts and Facebook to tell longer stories about the people who are part of your brand. Use Instagram to share awesome images that illustrate who you are.

Respond to Your Community

When a follower takes time to comment or send you a question, respond. Quickly. Let them know they matter.

When you make your online community feel heard and acknowledged, they're more likely to become engaged and serve as your most loyal social media ambassadors.

Include a Visual with Every Post

Include an eye-catching, colorful image or graphic with each post. The data shows that content with relevant images gets more views than content without images.

Video gets the most engagement on all social platforms, so use video if you can. Be sure to upload your video directly to your platform of choice, rather than posting a link to an outside website (like YouTube). This way, your video will auto-play as people land on it while scrolling through their feeds, grabbing more attention. There is also evidence that most platforms give higher visibility to videos that are not external links.

Change Your Page Photos

Keep your presence fresh and new by updating your profile photo and banner. Use them to showcase your latest developments and demonstrate that you are active.

Be Personable

The most successful brands on social media establish a personality. They create content that makes people smile and even laugh. (We all need to laugh!) Find a way to connect with your followers that injects some fun into the experience.