

How To Increase Social Media Followers

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Maintain an appealing account page

- Your handle, cover image, and bio section should all reflect **what your brand is about**. This will help maintain brand fidelity, gives an image of professionalism, and helps avoid confusion with overlapping brands.

Post often and effectively

- The best way to recruit followers is to **push out content that is both engaging and stimulating**. This will encourage interaction and maximize the number of people who see your posts.
- It is becoming increasingly popular to compose tweets or posts in the form of a question. This adds another layer of incentive for viewers to click, and ultimately, become a follower.
- There is no perfect formula for the number of times to tweet or post, but as a general rule, **try to get at least four interesting pieces of content out per day**.

Follow people

- A good way to get the name of your brand out there is to start following people. Do a quick search for terms that are relevant to your field and see who is talking about it.
- One of the quickest ways to amplify your signal is to be mentioned by **influencers in your space**. Take some time to follow, mention, and engage with these people.
- If you find any users or brands that show an interest in topics like this, don't be hesitant to follow them. They will be notified that you have done so, and may be willing to follow you in return.

Engage

- **Hashtags and trending topics** provide great openings for brands to demonstrate their knowledge. They also provide opportunities to insert yourself into existing conversations.
- Spending a few hours per day talking to new/existing followers is a good way to steadily build up credibility and recruit potential influencers.

