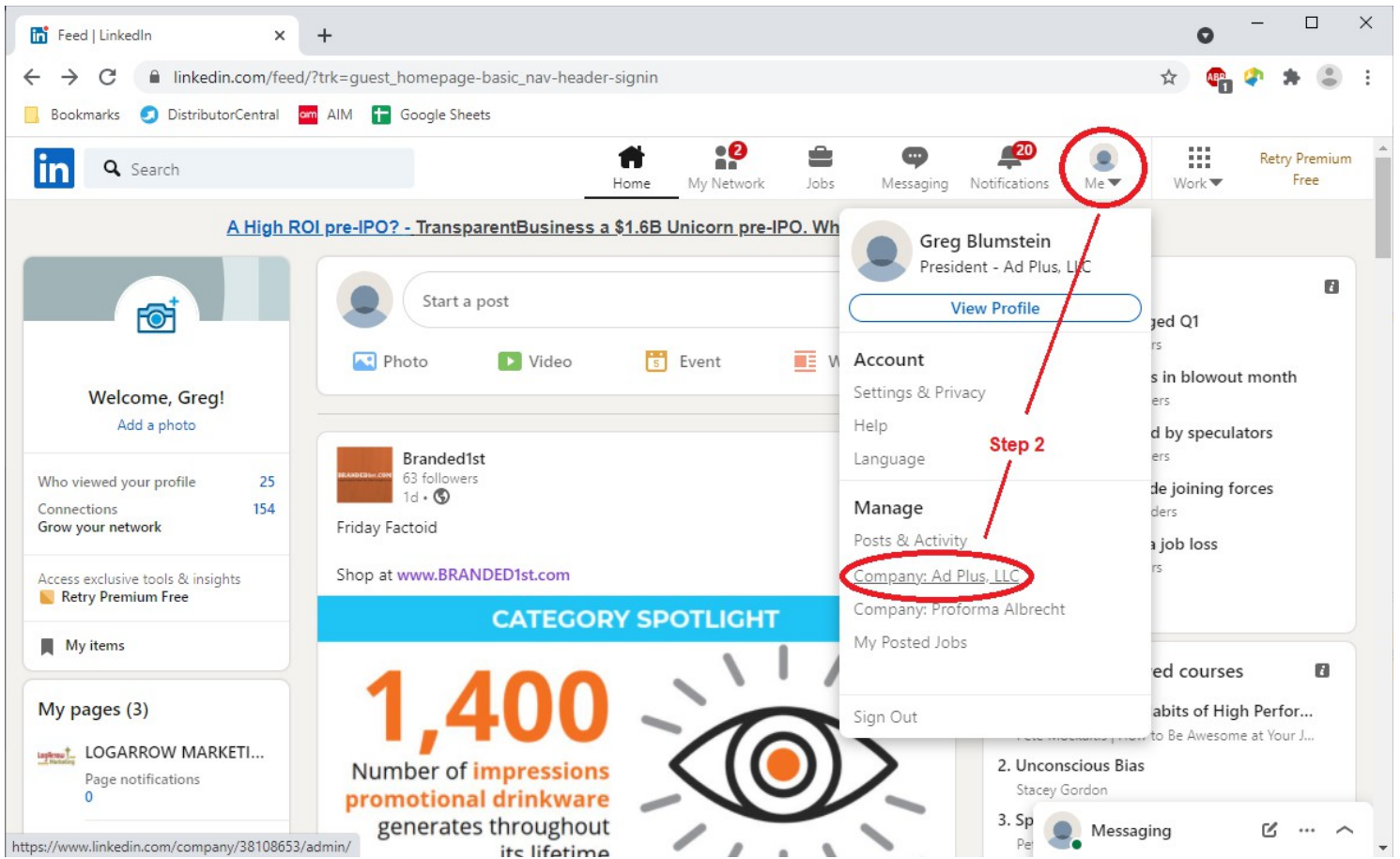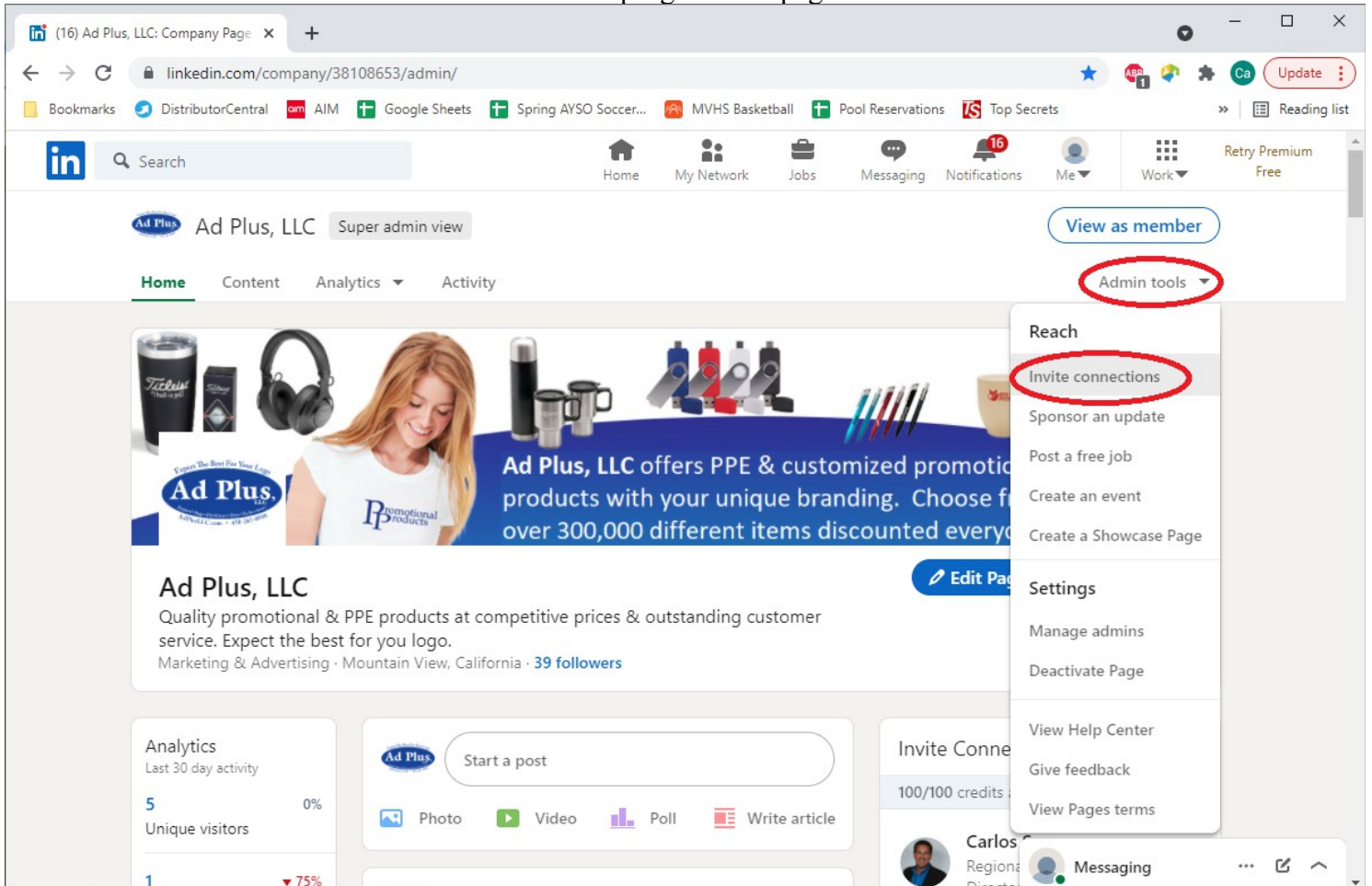# How to Increase Your Social Media Following

Increasing your social media following should be a constant focus. The following are a number of recommended steps to take to increase your following.
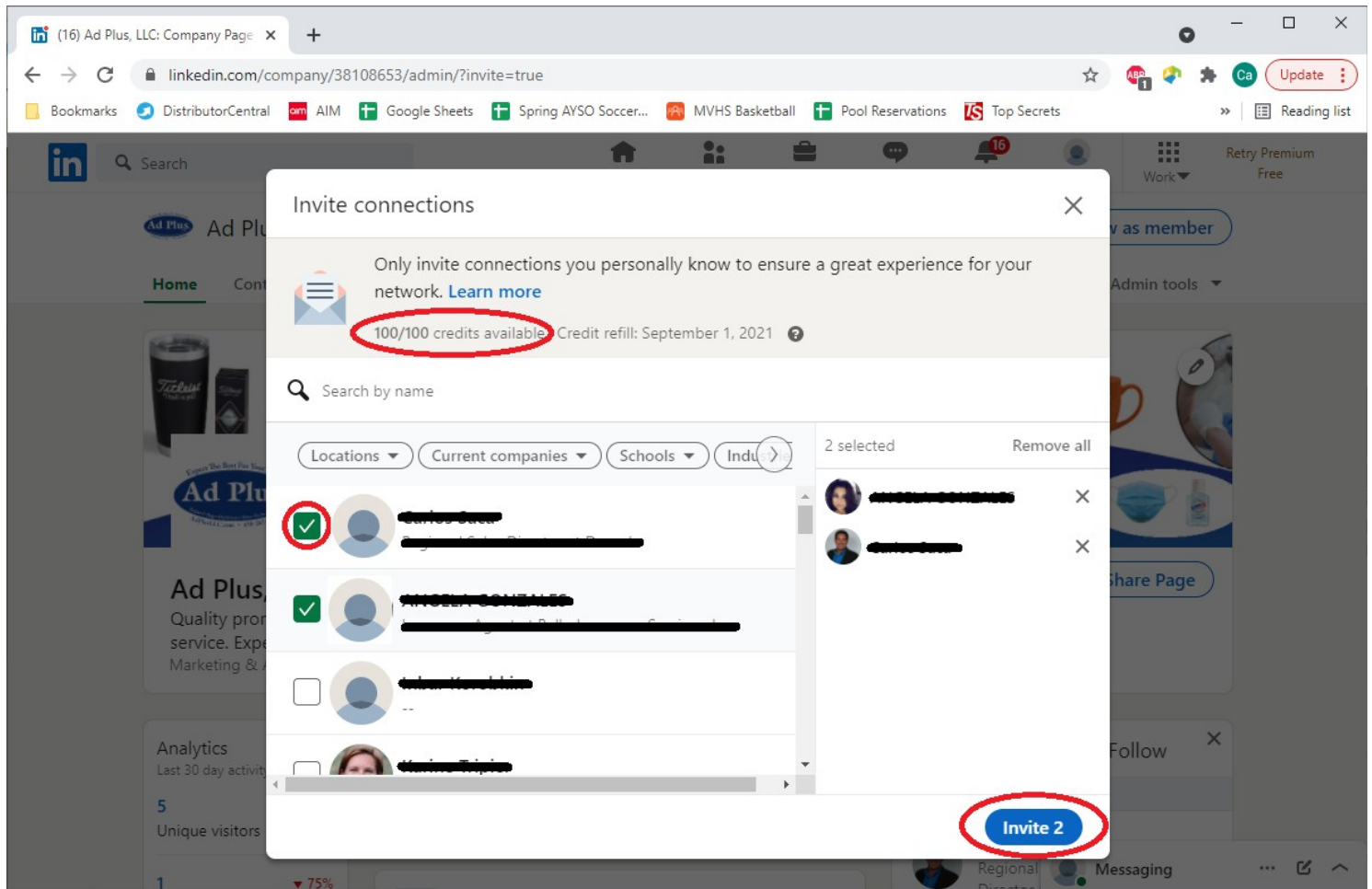
- Send an email blast to your client & prospect base offering a discount
  - This can be done periodically, anywhere from 1-4 times per year
  - Make sure the subject line is clear, have a call to action and have clear time frames for the offer
  - Here is an example email
    - Subject: Save $50 on your next order by following us on social media
    - Body: Follow us on Facebook, Instagram, LinkedIn or Twitter in the month of September and receive a $50 discount on your next order of $500 or more placed by the end of the year. When placing your order mention that you have followed us to receive the discount.
    - It's very important to have the social media channels be links so when the user clicks on the channel it will open that page. Then all they have to do is press the follow button. It's critical to make it as easy as possible for others to follow your channel. If it takes them 5-10 seconds you will get a much better response than if they need to search for your social channel.
- Add a "Follow us on social media line" at the bottom of your email signature
  - Just like the email blast, add a line that says "Follow us on Facebook, Instagram, LinkedIn or Twitter " line at the bottom. You can use the social channel icons instead of the company name if you want.
  - Make sure the channel name or icon is a hyperlink to your social page
- At the header or footer of your website add the channel name or icon
  - If you want you can simply have the channel name or icon with out the "Follow us on" preceding text
  - As with all of the other options above, make sure to hyperlink the channel name or icon to your social page
- Follow others on social media, there is a good chance they will reciprocate and follow you
- Invite your personal connections to follow your company page
  - LinkedIn
    - Log into your LinkedIn account from a internet browser
    - Switch from your personal LinkedIn account to your company page by selected the me drop down at the top right of the page and then select your company page underneath "Manage"

• Now click on "Admin Tool" in the top right of the page and then "Invite Connections"
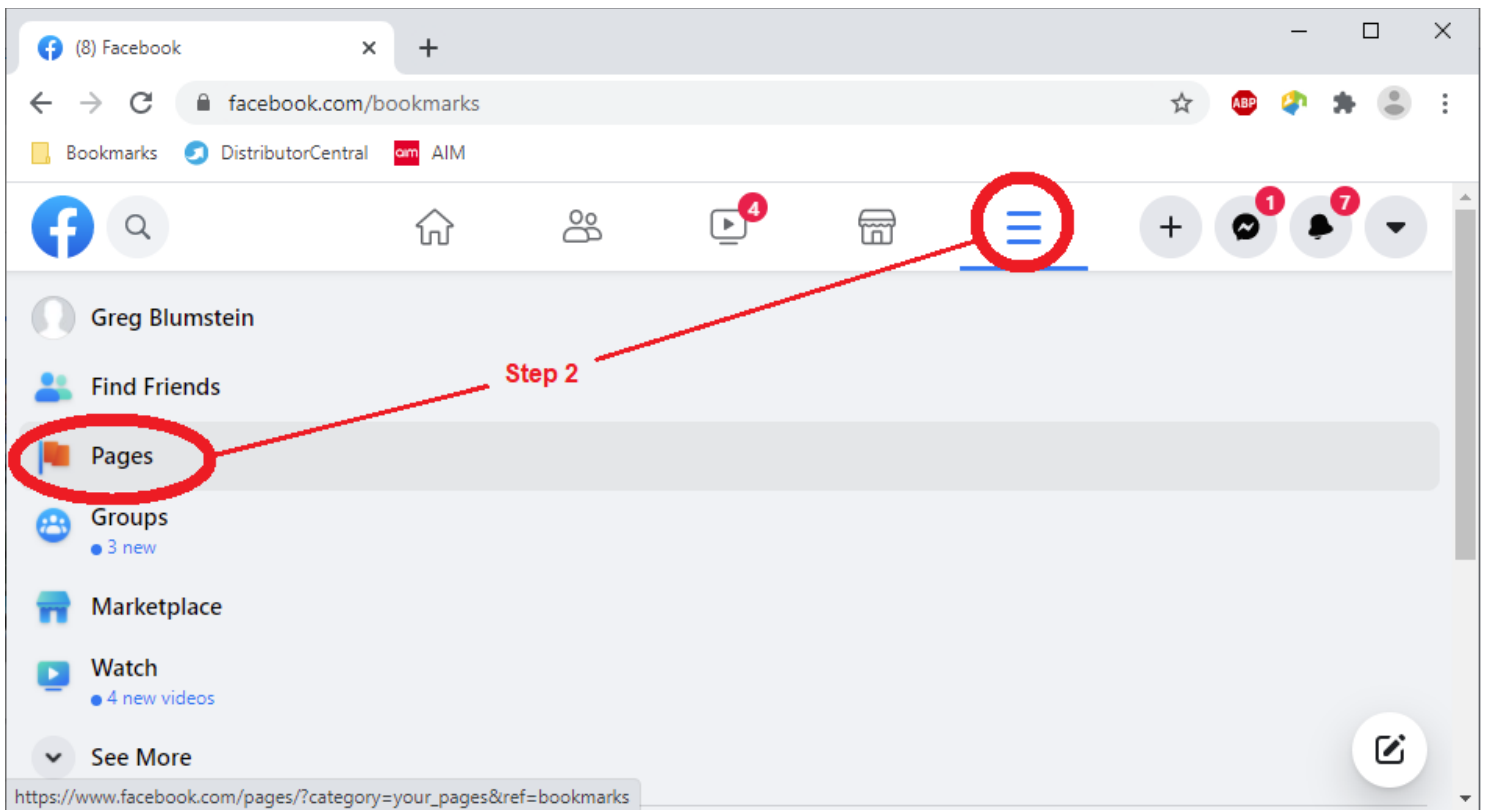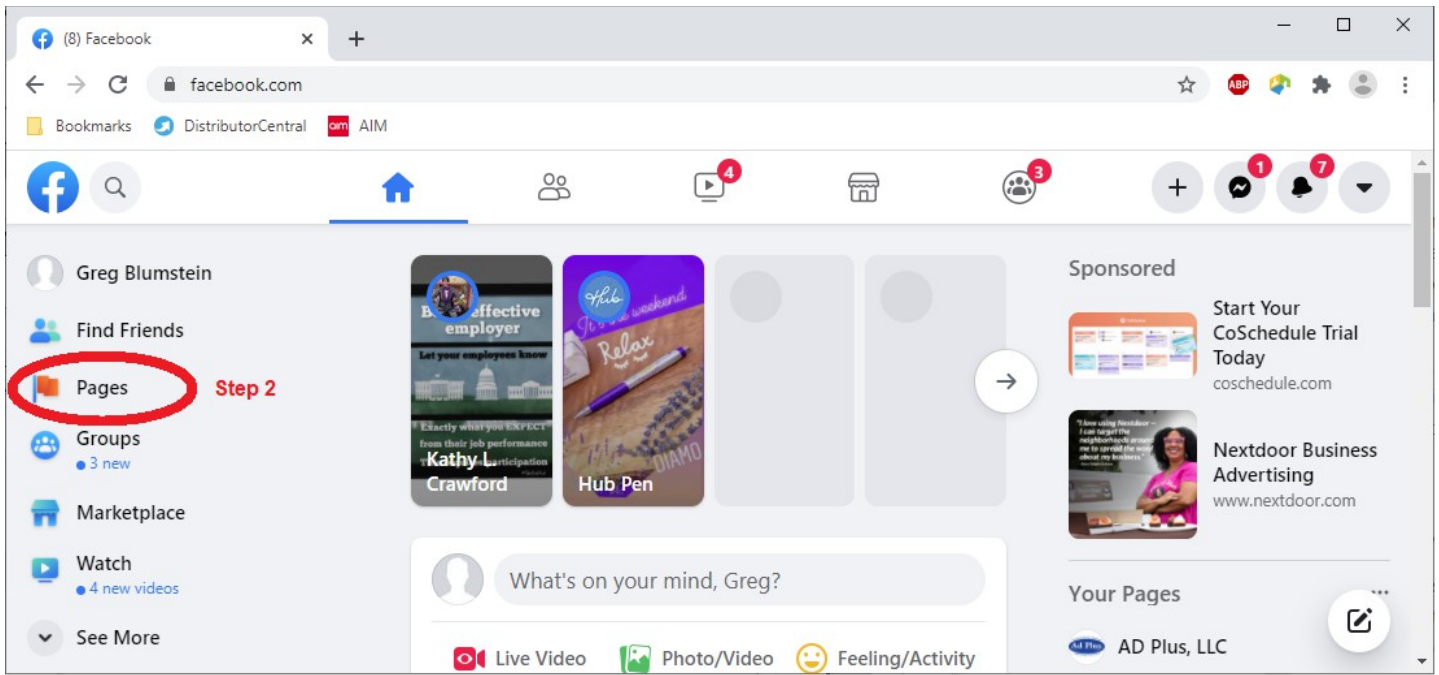
- LinkedIn limits you to "credits" so you can only invite so many people to follow you within a specific time from (i.e. within a particular month). The credits will periodically refill. These credits are listed at the top of the "Invite Connections" window.
- Click on the names of the people you want to invite and then press the blue "Invite" button on the bottom right (button turns blue once one check box has been clicked)
- Be sure to only invite 20-30 people at a time and then press Invite. Sometimes when 50 or 100 people are selected all at once the Invite button does not work. Once 20-30 people have been invited you can repeat the process until all of your "credits" have been used. You will then need to wait until the "credits" are refilled to invite others.
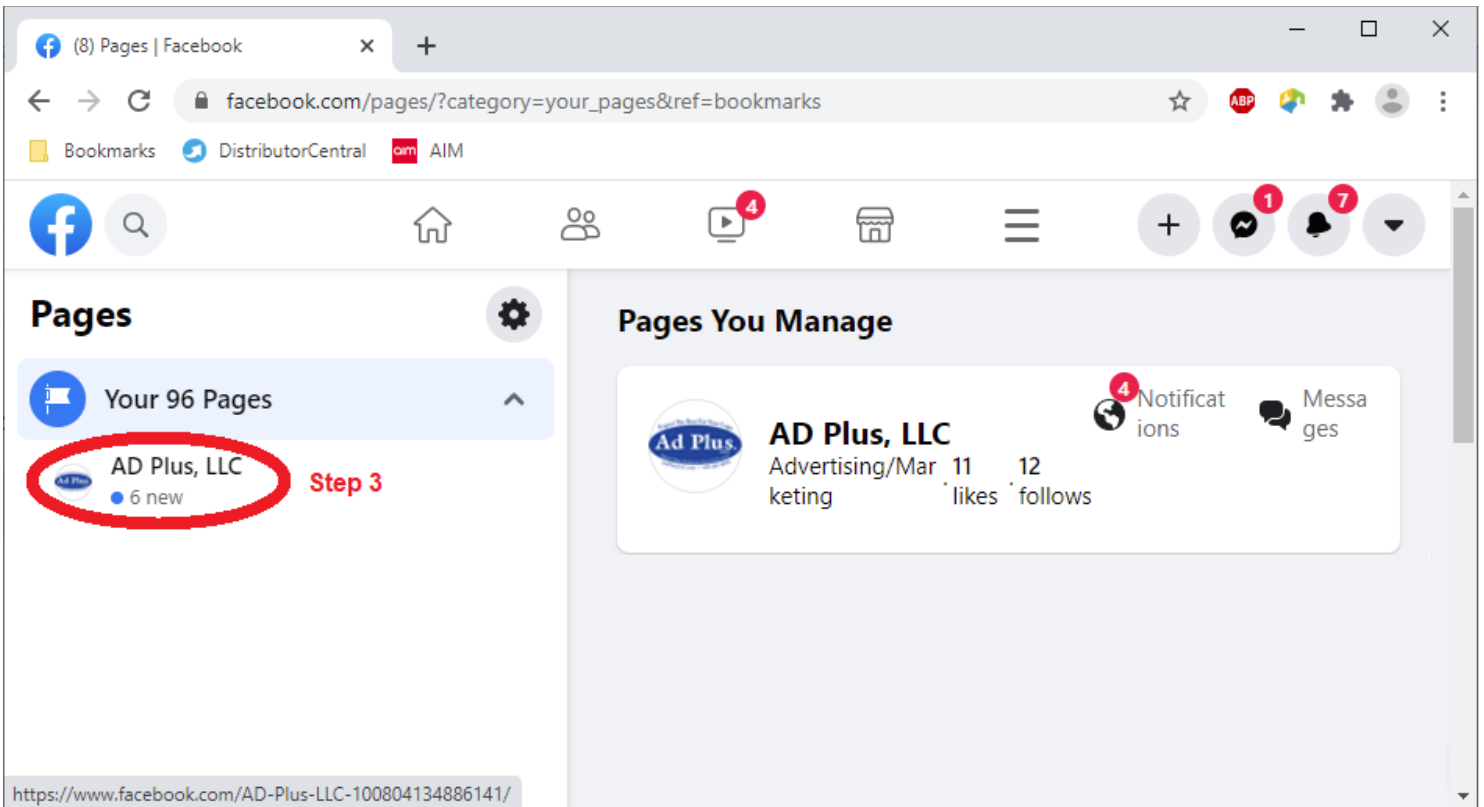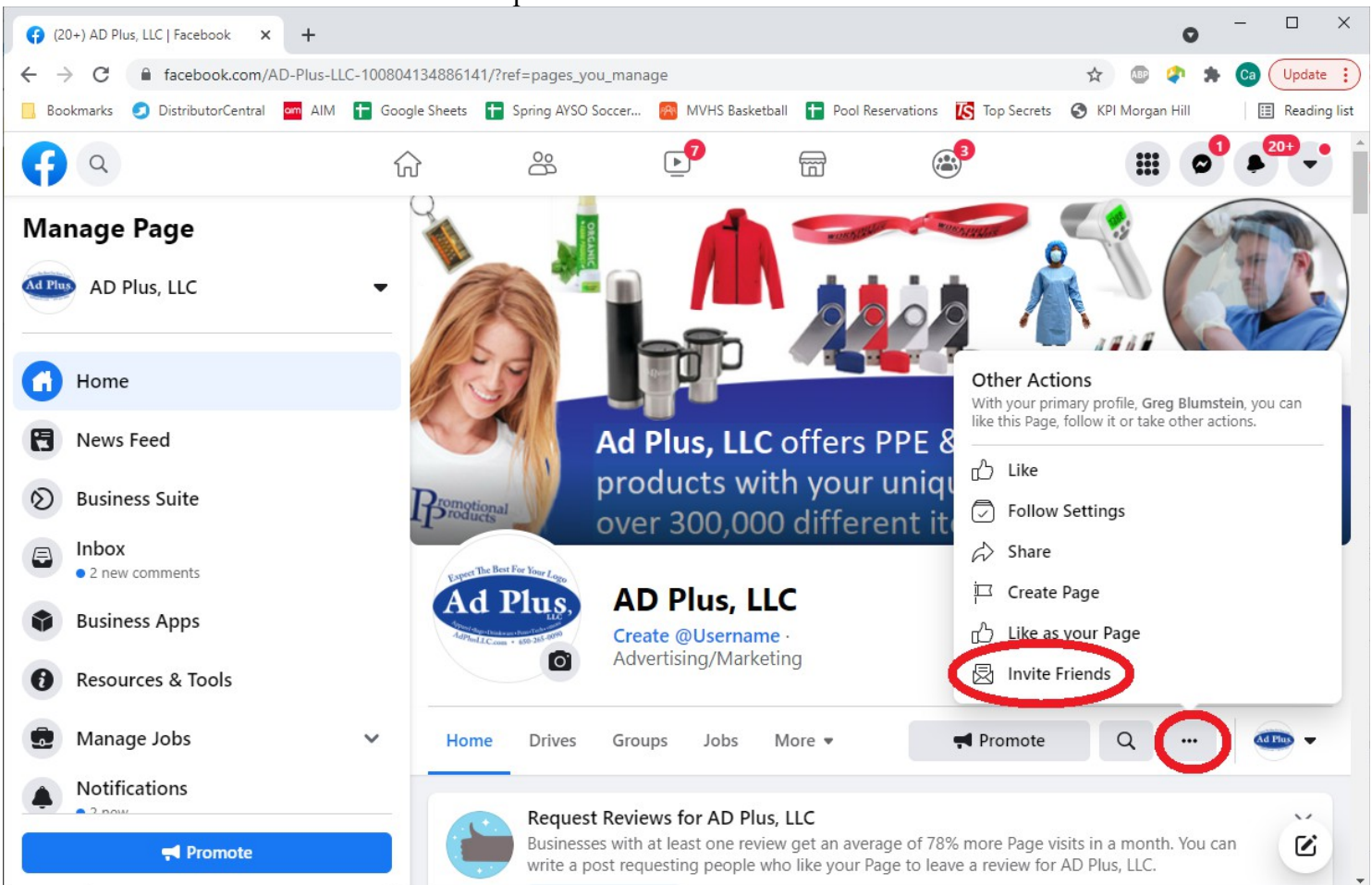

- Facebook
  - Log into your Facebook
  - Open your company page where you want to invite your personal friends to. Click "Pages" on the left side. If your browser is not wide enough then you will not see Pages on the left until you press the button with "3 lines stacked" on the menu bar at the top to the right of the "Home" button.

- Next select the Facebook Company Page that Promo Social Post will be publishing to.

- The "Manage Page" opens up. Press the button that has three dots in it "..." and then select the "Invite Friends" menu bar option.

- Then check all of the friends you want to invite and press the blue "Send Invites" button

- Unlike LinkedIn there is not a limit on the number of invites you can do, but it is recommended to invite 20-30 at a time and then do another 20-30 until your are done inviting contacts.