



Learn how to build your audience on social media

You have set up your page so now it is time to get people engaging with you. With your target audience in mind, here are few tips that can be used across most social platforms to grow your following.

Invite the people you know

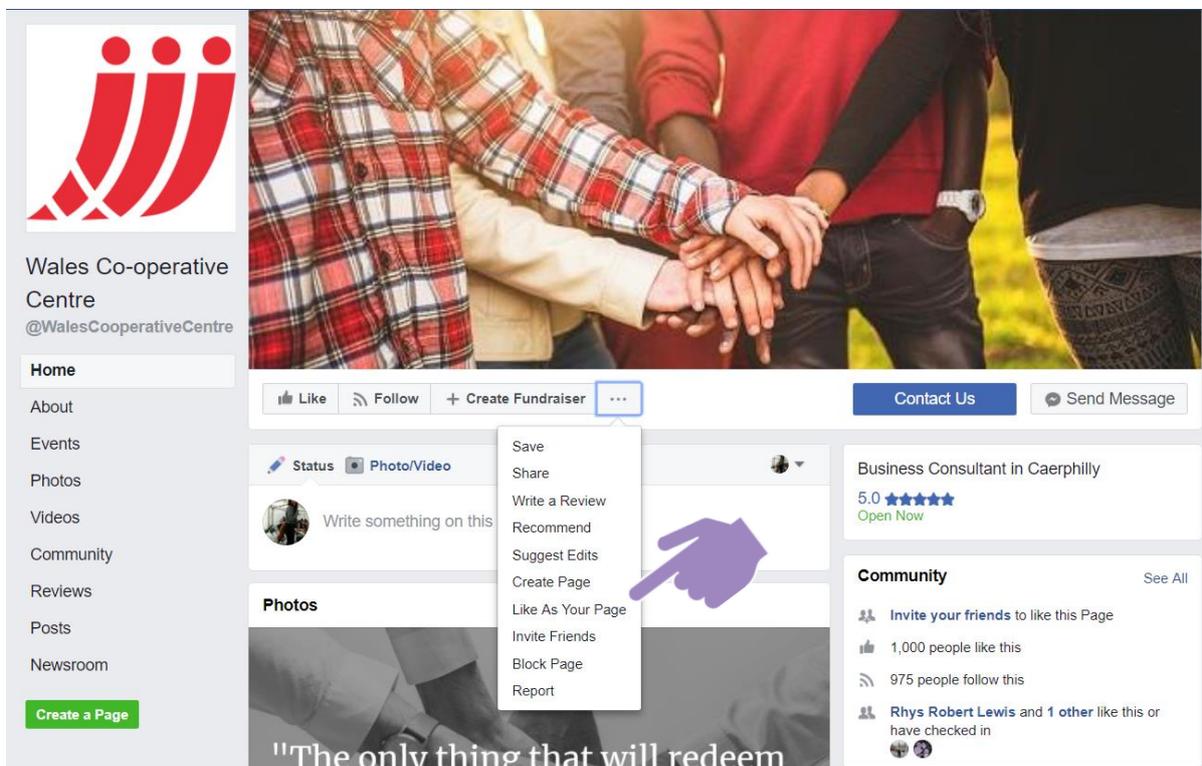
Invite friends, family, colleagues, stakeholders, service users, associates, etc. to like, follow and share your page. This can be done using the built-in tools or simply through word of mouth or a polite email.

Ask them to rate your page on Facebook or endorse your company skills on LinkedIn so when new visitors land on your page they can see you are legitimate and reputable.

Like and follow others

Let people know your page exists, by liking, following or connecting with the people and organisations who are related to yours. This could be by vision and mission, location, services provided, sector specific, basically anyone you want to hear about you and you want to hear from.

On Facebook, this is done by visiting a page and selecting 'like as your page':



On Twitter, LinkedIn and Instagram, simply hit the follow button:



Cross-promote

Use all your channels to promote that you are on social. Add social media icons to your website, link to your profiles in email signatures and put your social media usernames on all printed materials.

Build relationships

People will switch off from your page if all you do is broadcast your own messages.

Share or retweet content that is relevant to your audience from other sources and channels, comment on another page's post, ask questions, create polls to keep your audience captivated and interested.

For many businesses, social media can act as a customer service channel. You can help to build your community by answering questions, offering tips, and generally being on hand to deal with queries.

Use influence

Who are the people in your industry that your audience are listening to and engaging with? Are there any spokespeople or well-known people talking about topics that relate to you that have a big following? Follow them and learn more about how they engage with their fans.

Build relationships with them so they become your messengers and help you attract a wider audience. Some ways to do this:

- Make sure your content is something that they want to support and complements what they are already sharing – give them a piece of content their audience will love
- Be relevant and realistic – the top celebrities aren't likely to share your content, but someone with a connection to your brand might

- Offer something in return – this can be something as simple as sharing their content as worthwhile information or starting a conversation with them

You can find influencers by a simple search via search engine or following and monitoring hashtags relating to your sector.

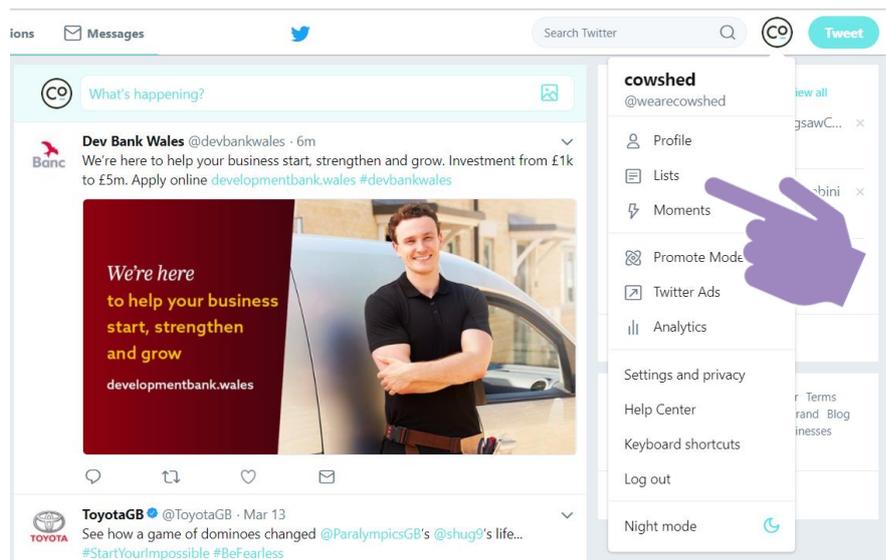
Stay notified

How do you know what people are talking about without spending hours trawling through newsfeeds?

Make sure you are only following people and pages that are related to you, so your timelines are relevant.

Select a top target list of people or channels that are most related to yours and add them to a Twitter List. This way you can easily keep on top of their posts.

Creating a Twitter List:



Create a list

A list is a curated group of Twitter users and a great way to organize your interests. [Learn more](#)

[Create new list](#)



Name your list, make it private and save.

Create a new list ✕

List name

Description

Under 100 characters, optional

Privacy

Public · Anyone can follow this list

Private · Only you can access this list

Save list

Search for the pages you want to monitor within the subject and select the group you wish to add them too.

Wales Co-operative
@WalesCoOpCentre · Follows you

We are a national agency supporting community regeneration, economic development and social justice through co-operative solutions. Tweets by the marketing team

Wales
wales.coop
Joined July 2009

Tweet to Message

364 Followers you know

Tweets Tweets & replies Media

Wales Co-operative @WalesCoOpCentre · Mar 13
Are you in precarious work? #freelancer #selfemployed #zerohourcontract #agency Not getting the same protection as those in secure employment? Book your free place at our event in Cardiff Bay next Tuesday. Lunch and drinks provided. bit.ly/precariouswork

WORKING TOGETHER REPORT LAUNCH
URDD / CARDIFF BAY / 12-4PM / 20.03.18
Ensuring a fair deal for those trapped in #precarious work

Who to follow

- Tweet to @WalesCoOpCentre
- Send a Direct Message
- Add or remove from lists...
- Mute @WalesCoOpCentre
- Block @WalesCoOpCentre
- Report @WalesCoOpCentre
- Turn off Retweets
- Turn on mobile notifications
- Embed this Profile

United Kingdom trends · Change
Gavin Williamson
Government minister tells Russia to 'go away'

Be responsive

If someone has spent the time to like, comment or share your content, then don't ignore them. A simple thank you can go a long way in building loyalty and trust with your organisation.

It is all about visibility, so try and respond with questions where possible to keep the conversation going to keep in your followers' newsfeeds.

You should try and respond within at least a few hours, especially on Facebook where your response time is visible on your page.

Promote your page

A small amount of budget can go a long way on Facebook, Instagram and LinkedIn. A short guide to social media advertising can be found in our *Intermediate Guide to Social Media*.