

The Art of Building an Online Following

The online domain serves as the loudspeaker of today, and announcements are no longer confined to town squares, but reach people on a global level. A prodigious social media following is what helps a business flourish, and in a pursuit to have a mass online following, you need to stand out. You need to ensure you have people to hear you.

How to generate online following?

The ideal way to build a strong social media following is through sharing. This will subsequently increase your network or connections. But how will you achieve it? Here are few of the ways:

- 1. Regularize it:** Posting regularly is crucial to acquiring and ensuring your presence. Scattered and infrequent posts result in a slower influx of followers and can lead to you losing existing followers. Therefore, be consistent to maintain and subsequently *increase* your followers.
- 2. Gain the spotlight by blogging:** Blogging shows you the way to spread out your content, thoughts or insights to the masses on a global platform. Start from your website and become a contributor on other platforms. This pushes your name and various social accounts on the forefront of other online websites.
- 3. Make it ubiquitous:** Ensure your social media “**follow**” buttons are everywhere. From your blog to every page of your website, make them ubiquitously available. This allows people to hit the “**follow**” button conveniently.
- 4. List it:** Make an email list and send out periodic articles or newsletters. Do remember to keep these relevant though, because irrelevance will only disengage people.
- 5. Hashtag it:** Since hashtags are trending, use relevant ones wherever possible. This helps people find content related to their interests and results in a constant influx of followers.
- 6. Keep it shareable:** When your content is easily shareable, you will find that through your existing followers, a lot of new like-minded people will take notice of your online presence.
- 7. Consider the platform:** Different platforms have different unwritten rules. You could tweet 2-3 times in a day and be heard, but if you posted 3-4 Facebook or LinkedIn updates in a day, it would be seen as pure bombardment, resulting in you losing existing followers, and repelling potential ones.

Aim at building a quality following organically and consistently respect your followers' interests. This will ensure that you attract more followers at regular intervals, and will help you retain them!