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How To Get More Followers

When you use internet social networking, the pursuit to get more followers can be a struggle. High numbers of people following your feed means that your business offerings and ideas can reach a greater audience. Here are some ideas to keep in mind when trying to make your audience grow.

One important tip is to gear your social network towards attracting followers. Take a close look at who you follow on social media networks -- are their feeds popular? While it is important to follow people whose interests are in line with yours, make sure that you stack your social network with highly-followed feeds and blogs. This may give you more exposure.

It can also be helpful to repost, link to, or quote status updated from popular social networking users. This helps your feed become more visible, and gives the appearance of your being connected to these users. You may gain followers due to the name recognition that occurs when you name-check popular users.

It is good to make sure that your network has elements of diversity and specialization. If you are situated in a specific industry area, make sure that you follow some of the leaders in your industry to help gain followers from that group. However, it is also important to have followers who represent your "weak ties" throughout your life online and offline. Following these people can help increase your exposure beyond a particular niche. As well, making sure that your network contains people from around the world rather than a specific geographic location helps with this goal.

Make sure to include other people's work in your own status updates and blog posts to take advantage of trackback links. When other users see trackbacks in comment sections, they will gain access to your social networking profile or blog and may be convinced to follow you. This is also an important part of engaging in online dialogue.

Never forget to make sure that the people you interact with know about your social media presence. Listing usernames on resumes and business cards can be helpful in a networking context. As well, integrating status updates into your website or blog can help attract new followers by making them aware of your online activities. Also, keep in mind that the people you encounter off the internet probably use the internet too. So, it is never a bad idea to keep them informed of your social networking whereabouts so that they can follow you.

Once you've used social media for a while, you may have incorporated some of these strategies into your online life. However, it never hurts to revisit how you promote your internet presence. If you need or want to get more followers, keep these ideas in mind.

Looking to [get more followers](#)? This resource will show you how to [get more followers](#) with absolute ease.

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