**Top Tips for Building an Audience Through Social media**

If you want to create a big audience for your website, business or brand, then social media is likely one of the first platforms you considered. Social networks are all about finding people, brands, products and services we like and then following them. It opens up a line of communication between a company and its fans and this creates a lot of opportunity.

But it’s not easy to stand out in such a crowded space. And it’s not easy to encourage action. So with that in mind, let’s look at some top tips for building your audience on social media…

**Add a Twitter Feed for Your Blog**

This is a pretty simple and specific tip but it works wonders. If your site uses WordPress (and it should), then look up a widget that will allow you to show your Twitter feed right in the sidebar. Do the same for your Instagram.

Now, when someone lands on your page, they will not only see your social media channel and have the option to sign up but they will also see what it’s like and what they can expect if they *do* sign up!

**Communicate**

Remember, social media is first and foremost a communication tool. That means that you should not only post ‘at’ people but also ask them questions, create competitions and generally get the community involved.

This engagement will mean your page is shown on more homefeeds but it will also build more trust with your audience.

**Sell the Dream**

This one is particularly important on Instagram but here the tip is to make sure that you are portraying the lifestyle you wish to promote through your social media. Learn who your channel is targeting and think about the kinds of things that get them motivated. Try to inspire them or to fascinate them because ultimately it is emotion that drives decision.

**Post Regularly**

This one is the most important of all: post regularly. This is especially true on Facebook where only a small percentage of your followers see each post. Find ways to make it easier to post more content by using scheduled posting tools, by using apps that post automatically and by linking your various accounts.

Whatever you do, just make sure that you don’t have periods of radio silence on your social media because attention spans are short and momentum is everything!