

# 18 TIPS ON HOW TO INCREASE YOUR SOCIAL MEDIA FOLLOWERS

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## THE COMPLETE CHECKLIST

Take your social media followers to the next level with this simple checklist.

**1. Decide what your social media goals are**

My social media goals are:

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**2. Identify the social media channels that are right for you**

The best social media channels for me are:

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**3. Define your audience**

On social media, I am trying to reach:

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**4. Know who your competitors are**

My main competitors on social media are:

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**5. Create and share valuable content**

Here are the ways I am going to create and source content to share:

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**6. Include images that “wow”**

A few ways I can create stunning images are:

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**7. Engage with your followers**

I plan to engage with my followers by:

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**8. Respond quickly and kindly**

I plan on responding quickly by ensuring that:

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**9. Establish win-win relationships**

On social media, I will aim to develop beneficial relationships by:

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**10. Keep active**

A few ideas I have to keep an active profile are:

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**11. Cross promote on your various social media channels**

I plan on cross promoting on the following channels:

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**12. Use hashtags strategically**

I will find the right balance of hashtags by:

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**13. Feature your social icons on your website**

Describe which social icons you will implement on your site if not done already:

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**14. Don't be afraid of social media tools**

A few tools that might help me manage social media are:

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**15. Deploy a social media content calendar**

Define what type of content and the frequency you plan to share on social media:

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**16. Realize the benefits of social media automation**

Do you plan on leveraging an automation tool like Buffer/Bulkly? Why or why not?

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**17. Monitor and analyze performance**

I will monitor and analyze my social media by:

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**18. Give paid ads a go**

If I want to reach a larger audience quicker, I plan using paid promotion on:

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**HERE'S WHAT TO DO NEXT**

1

Send me a message to my personal email address [chris@bulk.ly](mailto:chris@bulk.ly) to let me know what you think of this checklist



2

Follow Bulkly on Twitter where I share helpful content on SEO, social media and inbound marketing.



3

Pat yourself on the back. You know what it takes to build a social media following from scratch.

