

HOW TO GET MORE FOLLOWERS WITH 21 WAYS

That Will Boost Your Social Media Traffic

No fluff here. Just data-driven advice to help you get more followers and grow the traffic you receive from social media. Let's do this.

1. Post After Lunch To Reach More People

In general, post from 3 p.m. to 1 a.m. to get the most traffic from your social networks.

Twitter

- ☐ Wednesdays at 12 p.m. and from 5 to 6 p.m.
- ☐ Mondays through Fridays from 12 to 3 p.m. and at 5 p.m.
- ☐ Any day from 2 to 3 a.m., 6 to 7 a.m., and 9 to 10 p.m.

Facebook

- ☐ Saturdays and Sundays from 12 to 1 p.m.
- ☐ Thursdays and Fridays from 1 to 4 p.m.
- ☐ Wednesdays at 3 p.m.

Google+

- ☐ Wednesdays at 9 a.m.
- ☐ Weekdays from 9 to 11 a.m.

LinkedIn

- ☐ Tuesdays from 10 to 11 a.m.
- ☐ Tuesdays, Wednesdays, and Thursdays from 7:30 to 8:30 a.m., 12 p.m., and 5 to 6 p.m.

Pinterest

- ☐ Saturdays from 8 to 11 p.m.
- ☐ Any day from 2 to 4 a.m. and 2 to 4 p.m.
- ☐ Fridays at 3 p.m.

2. Find The Best Times For You To Share To Social Media

- ☐ Get your "Best Times To Post On Social Media" Custom Report in Google Analytics
- ☐ Review your top social networks
- ☐ Click through to see the best days when your audience is most active on those networks
- ☐ Review the times when you get the most traffic from those networks

3. ...But Frequency Is Still Important

- ☐ Twitter: 15 tweets per day
- ☐ Facebook: 1 post per day, 2 posts per day if your audience is more than 10,000 friends
- ☐ Google+: 2 posts every weekday
- ☐ LinkedIn: 4 posts a week, nearly 1 every weekday
- ☐ Pinterest: 9 Pins every day

Based on your knowledge of the best times to post and how often you should post every day, put together a simple social media posting schedule based on the information you just learned. Enter the times you'll post on each network during the week:

	<i>Twitter</i>	<i>Facebook</i>	<i>Google+</i>	<i>LinkedIn</i>	<i>Pinterest</i>
<i>Sunday</i>					
<i>Monday</i>					
<i>Tuesday</i>					
<i>Wednesday</i>					
<i>Thursday</i>					
<i>Friday</i>					
<i>Saturday</i>					

4. Inform For 2x More Followers

- ☐ Curate valuable, outward-facing social messages with a personal touch.
- ☐ Focus on providing practical value to help your followers overcome a challenge.
- ☐ Share information that helps your followers feel connected to others or supports a cause.

5. Be Positive, Always

- ☐ Remove negative content from your social media schedule.
- ☐ Focus on sharing content that sparks curiosity, amazement, interest, astonishment, or uncertainty to increase your re-shares.

6. You Have One Hour To Keep A Follower

- ☐ Use a tool like Mention to get alerts quickly for all of your social networks.
- ☐ Even if you can't find the answer to a question right away, reply quickly to let your followers know you're listening and will respond with a full answer in the near future: *That's a great question! I don't have the answer right now, but I'll get back to you as soon as I can! (Copy and paste this good stuff!)*

7. Cash In On Daily Trends

- ☐ Sunday: Share information related to food and crafts.
- ☐ Monday: Share information related to fitness.
- ☐ Tuesday: Share gadgets and information in technology.
- ☐ Wednesday: Share inspirational quotes to get through hump day.
- ☐ Thursday: Share trends and fashion.
- ☐ Friday: Share some GIFs and give it up for humor.
- ☐ Saturday: Share information for those on the go by connecting into travel.

None of that sound quite right for your business? Create your own weekly topics to help you share content consistently:

Sunday: _____

Monday: _____

Tuesday: _____

Wednesday: _____

Thursday: _____

Friday: _____

Saturday: _____

8. Take Care Of The Little Guy

- ☐ Treat everyone with the same respect. Respond to every share to let your followers know you appreciate them (they may share the favor).
- ☐ In your thank you replies, share a link back to a related piece of content similar to what your follower just shared. You might be surprised at how helpful some people find this tactic while also helping you get even more traffic.

9. Use Large Twitter Cards For 3x More Interactions

- ☐ Grab the sample code from this page.
- ☐ Go into WordPress, hit the Text tab, and paste the code at the bottom of your post.
- ☐ Edit the sections inside the quotation marks to match your content.

Example:

```
<meta name="twitter:card" content="summary_large_image">
```

```
<meta name="twitter:site" content="@CoSchedule">
```

```
<meta name="twitter:creator" content="@j4meswrites">
```

```
<meta name="twitter:title" content="Boost Your Followers Using Science">
```

```
<meta name="twitter:description" content="Want a scientific way to boost the amount of Social Media followers you have? Look no further...">
```

```
<meta name="twitter:image" content="http://coschedule.com/image-for-this-post-example-only">
```

10. Add Images To Facebook Updates For 2.3x More Engagement

- ☐ Create graphics for your blog posts using a tool like Canva.
- ☐ Share those graphics in your Facebook posts.

11. Use Video To Reach More People

- ☐ Record a video of your own. Like Jay Baer's "Jay Today" series, you can use your own smartphone to record a short video. Or you could even use a free tool like QuickCast to record your computer screen.
- ☐ Or curate a video you know your audience will love.
- ☐ Upload the video natively to Facebook. Click the image icon at the top of your News Feed, click "Upload Photos/Video" and choose the video file, then click "Post".

12. Images Are Still King On Twitter, Though

- ☐ Use images in your tweets to get 150% more clickthroughs.
- ☐ Use animated GIFs to get 167% more clickthroughs than your tweets with images.

13. Keep More Followers By Not Bulk Posting

- ☐ Stop sharing all content to all of your social networks at once.
- ☐ Stop sharing multiple messages to the same social network at the same time.
- ☐ It's still fine to dedicate time to writing social messages—just schedule them to share automatically instead with a social media posting tool like CoSchedule.

14. Freebies + Offers = Fans + Followers

- ☐ Inform your audience about special offers.
- ☐ Create a competition as simple as liking a message, then choosing a winner to encourage more follows.
- ☐ Give away free stuff. Simply ask people to follow you and like a social message. Follow them back, and ask them to direct message you their physical address where you can send them some free swag for being #awesome.

15. The 5 Essential Emotions Of Any Social Campaign

Brainstorm at least one blog post you could write that connects into each of the biggest emotions behind viral content:

Admiration: _____
Interest: _____
Serenity: _____
Amazement: _____
Astonishment: _____

- ☐ Add those ideas to your editorial calendar.

16. Use The 3 Most Shareable Colors On The Internet

- ☐ Use red, pink, and purple in your next blog graphics to get more shares and interactions.

17. Analyze Your Competitors (And Steal Their Followers)

- ☐ Find a competitor's Facebook page URL, and run it through the FanPage Karma analysis tool.
- ☐ Review their trends, habits, and posting schedules to understand how you can stand out.
- ☐ Review the way they interact with their audience. When you see fans they neglect to mention, comment to those folks to interact with them, provide insights or answers, and build a community around your own brand.
- ☐ Avoid comment-link-spamminess and just provide helpful information, and those folks will come to know, like, and trust you.

18. Be Authoritative About Who You Are

- ☐ Remove fluff from your professional social media profile descriptions.
- ☐ Identify three things you do in your work that make you stand out from your peers:
 - _____
 - _____
 - _____
- ☐ Write a new, short profile detailing those three major selling points that demonstrate why you're a uniquely valuable person or business to follow.

19. That Being Said, It's Appearances That Really Matter...

- ☐ Choose a brightly colored picture for your social media profiles.

20. Jump On The #Hashtag Bandwagon

- ☐ Use tools like What The Trend, Hashtags.org, and Twitonomy to find trending hashtags your audience is following.
- ☐ Create a hashtag specific to your brand, content, or event to build a community for your specific audience.

21. Post Milestones To Boost Your Organic Reach

- ☐ Use the word *congratulations* in your social messages to increase the amount of people you reach.
- ☐ Focus some social messages on major milestones like weddings, graduations, landmark trips, babies, birthdays, and awards to increase your reach.
- ☐ Brainstorm a few milestones you could talk about to humanize the content you share:
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____

Are you ready to share awesome content that will help you get more followers? Get started with your 14-day free trial of CoSchedule now—it's your social media marketing editorial calendar!



CoSchedule

The marketing calendar for everything.

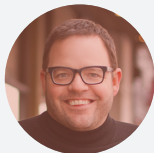
“

“CoSchedule is the easiest-to-use editorial calendar around, and includes a robust layer of social sharing functionality that makes it a no-brainer for me and my team.”

—Jay Bear, Founder of Convince and Convert



Michael Hyatt
Author



Jay Bear
Convince & Convert



Nathan Alder
RiverScene

Latest Features



Introducing the New Headline Analyzer!

NEW Feature! The Headline Analyzer is now built right into your CoSchedule calendar! Reach more of your audience, increase social shares, and influence clickthroughs with the new Headline Analyzer.

CoSchedule loves integrations...



Learn more at coschedule.com