

Brands + Followers *Relationship Advice*

A guide to building stronger relationships with your brand's social media followers.

♥ Be Yourself ♥

To build a strong, successful relationship with your followers on social media, remember to be yourself! Users want to have real human interaction. Don't be afraid to be yourself and give your brand a personal tone. If a casual, humorous tone fits your company, use it! If a professional, direct tone is more appropriate, go with that! Just be consistent and real with your audience.



♥ Be Timely ♥

No one likes to be left hanging, so time is of the essence when replying to your audience! Responding quickly will do wonders for your engagement levels and leave users feeling important. Reply to comments, answer questions, address concerns. This will build trust with your followers, strengthening your brand's relationship with them.

♥ Communicate ♥

Communication is key to any great relationship! Let your followers know you're there for them, and don't be afraid of reaching out to engage with them directly. Having honest conversations with your followers will make them feel heard and validated. When a brand communicates well and openly with its audience on social media, they appear more accessible and reliable to followers.



♥ Give More ♥

As a business, it's easy to get caught up in using social media strictly as a promotional tool. However, brands that use social for driving engagement versus driving sales tend to have stronger relationships with their followers. Focus your efforts on giving users more than what you're asking for in return. Serve them, and provide interesting, relevant content that offers them great value.