



BRIGHTON
STUDENTS' UNION

Brighton Students' Union
Skills Development Programme

How to grow your following on
Social Media

Flo Norton
(Marketing and Communications Manager)



Agenda

- Defining your niche
- Choosing your audience
- Choosing your platform
- Creating Content
- Optimising your profile
- Engaging your audience
- Utilise features
- Cross-promote
- Analyse and adapt



Defining your niche

- Choose a specific topic or area of interest to focus on.
- This will help you attract a targeted audience who are genuinely interested in your content.
- Research your chosen niche; identify content trends.





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Choosing your audience

- Identify who your target audience will be.
- Understand your audience and what they look for on social media.
- Research other accounts with similar target audiences.

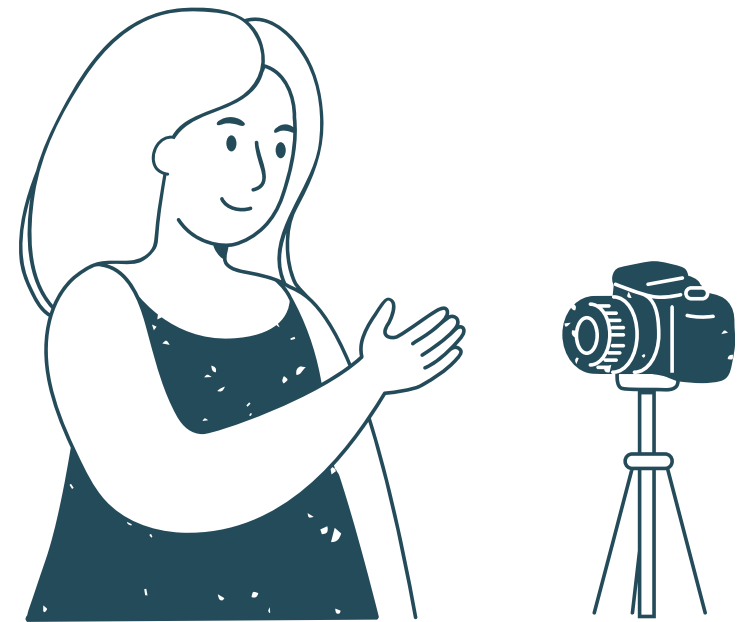




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Creating content

- Content is key! Produce high-quality, engaging content that adds value to your audience.
- Experiment with different formats such as photos, videos, stories, and reels.
- Consistency is key – post regularly to keep your audience engaged.
- But remember - you **don't** have to be a pro!





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Optimising your profile

- Your profile is the first thing people see – make a good impression!
- Use a clear profile picture and a catchy bio that describes who you are and what you do.



- Include relevant keywords in your bio to improve discoverability.
- Create links to your other channels.



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Engaging your audience

- Social media is all about building relationships. Take the time to respond to comments and messages.
- Encourage conversations by asking questions and soliciting feedback from your followers.
- Collaborate with other creators and engage with their content to expand your reach.





Utilise features

- Make sure to use all the features that each platform has to offer - sometimes these aren't obvious!
 - Hashtags are a powerful way to increase your visibility on social media platforms.
 - Use fleeting and permanent features.
 - Adding music to posts can boost engagement to get your content seen.

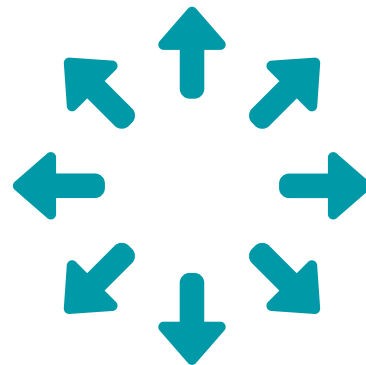




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Cross-promote

- Share your social media profiles across other platforms.
- Collaborate with other accounts or brands to cross-promote each other's content and reach a wider audience.
- Utilise social media advertising to boost your posts and reach new followers.





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Analyse and adapt

- Use analytics tools provided by social media platforms to track your performance and understand what content resonates with your audience.
- Experiment with different strategies and content formats based on your analytics.
- Social media changes daily - stay up-to-date with the latest trends and algorithm changes to adapt your approach accordingly.



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Thank you for listening!

Any questions?

