



10 Ways to Find People to Follow on Social Media

One way to grow your community is by following the trendsetters on social media.

Following what people are saying and writing about will enhance your knowledge and provide you with a greater understanding of what the key issues are and trends you should be aware of.

In some instances, following people outside your desired industry or occupation can also enlighten you to future noteworthy changes or advancements to be aware of.

Twitter allows you to follow people without requiring approval and even LinkedIn and Instagram can be set up to allow anyone to follow your profile/account.

When determining who you choose to follow, use discretion. Conduct some basic research before you follow anyone to make sure they are credible. Who you associate with online and in person influences how you are perceived.

Here are 10 ways to grow the list of people you follow across any social media platform.

1. Follow Authors, Experts or Influencers

When you read an interesting article, find the bio and look for links to the author's website and social media profiles. Next follow the person or and you may want to subscribe to their newsletter too.

2. Industry Movers & Shakers

You can discover people presenting at conferences or contributing to industry newsletters by researching professional associations, groups and conferences related to your industry and even within your desired geography.

3. "Top" or "Best" Lists

Conduct a google search for "Top 10 X" or "Best X" lists. For example, Top X in Marketing. Once you find the lists, select people you want to follow and send a message to connect.

4. Mentions, Tags and ShoutOuts

When a respected authority tags, mentions or gives a shoutout to someone, that's a form of endorsement. Check out who has been mentioned to see if you should follow them too.

5. Hosts, Guests and Participants

Online chats, webinars, livestream events draw a crowd of like-minded people. Watch or join in on Twitter Chats focused on your industry or area of interest. Not only can you follow the host and guest on the chat, you can follow some of the people participating in the chat. TweetReports is a list of Twitter Chats and their information.

You will also find experts participating in livestream events where attendees can participate in the chat feature. Often you can meet interesting people with similar interests.



6. Follow Followers (At your discretion)

When someone new follows you (on Twitter or LinkedIn), evaluate their activity and profile to determine if following them back would benefit you in some way.

7. Use “Who to follow” or “People You May Know”

Twitter and LinkedIn both offer suggestions for people to follow or people you may know based on your recent following/connecting activity.

8. See Who Others Follow

Check out who others like you and leaders are following on Twitter, and if they have created lists that might be of interest. You can also use LinkedIn’s Advanced Search to search for second-degree connections of people you respect.

9. Hashtag Users

(hashtag) is a way of tagging/filtering updates. Twitter, Instagram and even LinkedIn now use hashtags. You can follow and monitor the hashtags that are relevant to your career/job search and then follow people who use those hashtags. For example, search each social media platform for #MBA and you will find all the updates tagged with #MBA.

10. #FF

A specific hashtag on Twitter is #FF which stands for Follow Friday. This is used to call attention to authoritative accounts to follow. You may also see this being used occasionally on LinkedIn. Be on the lookout for this hashtag being used by people you already follow and respect.

*According to the 2019 Sophisticated Marketer’s Guide to LinkedIn