



# 5 SIMPLE STEPS

guaranteed to grow your  
social media presence

*by Nicola Easterby*

@polkadotpassport

# WELCOME!

## **Congratulations on taking an active step toward growing your social media presence!**

I understand what it is like to feel overwhelmed by the world of social media. I've been building my own social media presence since 2014, and have been through many ups and downs in the process.

My travel and food blog Polkadot Passport has now amassed a following of **350,000** across all channels and receives an average of over **4 million** monthly views.

This has allowed me to earn a **6-figure income** while travelling the world and opened up opportunities to work with dream brands like Disney, Singapore Airlines, Bentley Motors and Canon.

Now, I am here to teach you everything I have learnt in the past 9 years so you can skyrocket your social media presence and live the life you've been dreaming of.

*These 5 simple steps are just the beginning.*

If you are ready to **transform your social media presence** into a 6-figure business, email [hello@nicolaeeasterby.com](mailto:hello@nicolaeeasterby.com) to enquire about private coaching.

You can also find me on all social channels under [@polkadotpassport!](https://www.instagram.com/polkadotpassport)

*Nicola x*

# STEP 1:

## Update your profile name

Most people think the important step to setting up a social media account is choosing a @handle. In reality, an optimized profile name is far more crucial for building your social media presence.

### Why is it important to optimize your profile name?

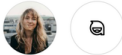
An optimized profile name will allow your account to appear in search results if a user is looking for a topic related to your niche. It is the EASIEST way to increase the chances of your target audience and brands finding your profile.

### What to include in your profile name:

- Your full name/ business name
- Keywords specific to your niche
- Where you're based (if relevant)



Cancel Edit Profile Done



Name Nicola Easterby | Travel & Food Con...

Username polkadotpassport

### How to update your profile name:

1. Go to edit profile on your account
2. Update the name section
3. Hit the done button

**NOTE:** Some social media platforms limit the number of times you can update your profile name in a certain timeframe. Make sure you triple-check for any spelling errors!

# STEP 2:

## Update your profile photo

Did you know your profile picture could be losing potential followers? To build a strong and consistent social media presence, you need to choose a profile photo relevant to your brand.

### Why is a profile photo so important?

This is one of the first touchpoints a user has with your social media account. A poor-quality or irrelevant profile photo could stop users from clicking through to your account.

It is also very important that use the same profile picture across platforms. This will increase brand recognition and make it easier for people to find and follow you.

### What type of profile photo should you use?

This will depend on whether you are positioning yourself as a personal brand or as a business.

#### FOR PERSONAL BRANDS:

Use a recognizable headshot of yourself. This helps to build a personal connection with your audience, making you more relatable and trustworthy.



#### FOR BUSINESSES:

Use a clear branded logo. This helps to build a professional and cohesive online presence, conveying a sense of credibility to potential customers.



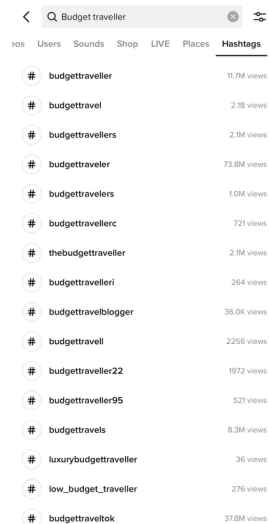
# STEP 3:

## Use the RIGHT hashtags

Hashtags are a very powerful tool for growing your social media presence. However, gone are the days of aimlessly stuffing hashtags into a caption. You need to use hashtags strategically or they simply will not work.

### 3 WAYS TO FIND RELEVANT HASHTAGS:

- **COMPETITORS:** Research what hashtags your competitors are using, particularly on posts that are driving a lot of engagement
- **SEARCH FUNCTION:** Type in a relevant keyword to the search function of the platform you are targeting and it will generate a list of related hashtags
- **THIRD-PARTY TOOLS:** Use a tool to analyze trending hashtags and find niche-related hashtags



### HASHTAG BEST PRACTICES:

- Most social media platforms recommend using **3-5 hashtags** per post, included inside of the caption.
- Use up to 3 **general hashtags** related to your niche. These are effective for reaching a wider audience.
- Use up to 2 **specific hashtags** related to your video. These are effective for reaching a more targeted audience.

# STEP 4:

## Engage with other accounts

One of the **most effective** ways to grow your social media presence is by engaging with other accounts in your niche.

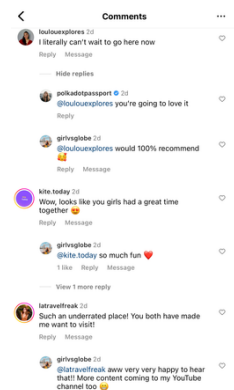
### Why is engaging with other accounts so important?

If you want to build an engaged social media community, get involved with other people's communities first.

Engaging with others not only increases the visibility of your account, but it helps build relationships with others in your industry. This can lead to more followers, increased engagement, and even collaborations.

### Best ways to engage with other accounts:

- Like, share & comment on content in your niche. It will often be reciprocated.
- Don't write generic comments. Take time to write something meaningful or valuable.
- Reply to stories with questions or answers to start a dialogue
- Reply to all your comments and DM's promptly
- Meet up + collaborate with other content creators in real life



# STEP 5:

## Be consistent with your content

Want to know the common denominator between almost every successful social media account? **Consistency.**

But what does it actually mean to be consistent?

### 1. FREQUENCY

Ignore the rumours, posting multiple times a day is not necessary for growing your social media. The key is to find a consistent but realistic posting schedule that you can actually stick to.

### 2. VISUALS

Visual consistency plays a hugely important role in growing brand recognition and audience trust. Repetition is key. This includes using the same fonts, backgrounds, camera angles and filters across your visual content.

### 3. FORMAT

Once you find a format of content (or two) that works for you, stick to it. This also helps to build audience trust as they will know what to expect from your content each time.

### 4. QUALITY

Don't ever value quantity over quality. Consistent quality content is ultimately what will attract a loyal and engaged audience to your social media accounts.



# FOLLOW ME

for more social media tips!



[www.polkadotpassport.com](http://www.polkadotpassport.com)