

Reading text: Social media influencers It is estimated that about 40 per cent of the world's population use social media, and many of these billions of social media users look up to influencers to help them decide what to buy and what trends to follow. Decide which medium – such as your own online blog, Instagram or Snapchat – is the best way to connect with your followers and chat about your niche area. Make sure people can easily find your content Publicise your posts on a variety of social media, use hashtags and catchy titles and make sure that they can be easily found. Keep posting and your following will gradually increase. 3.4.5.