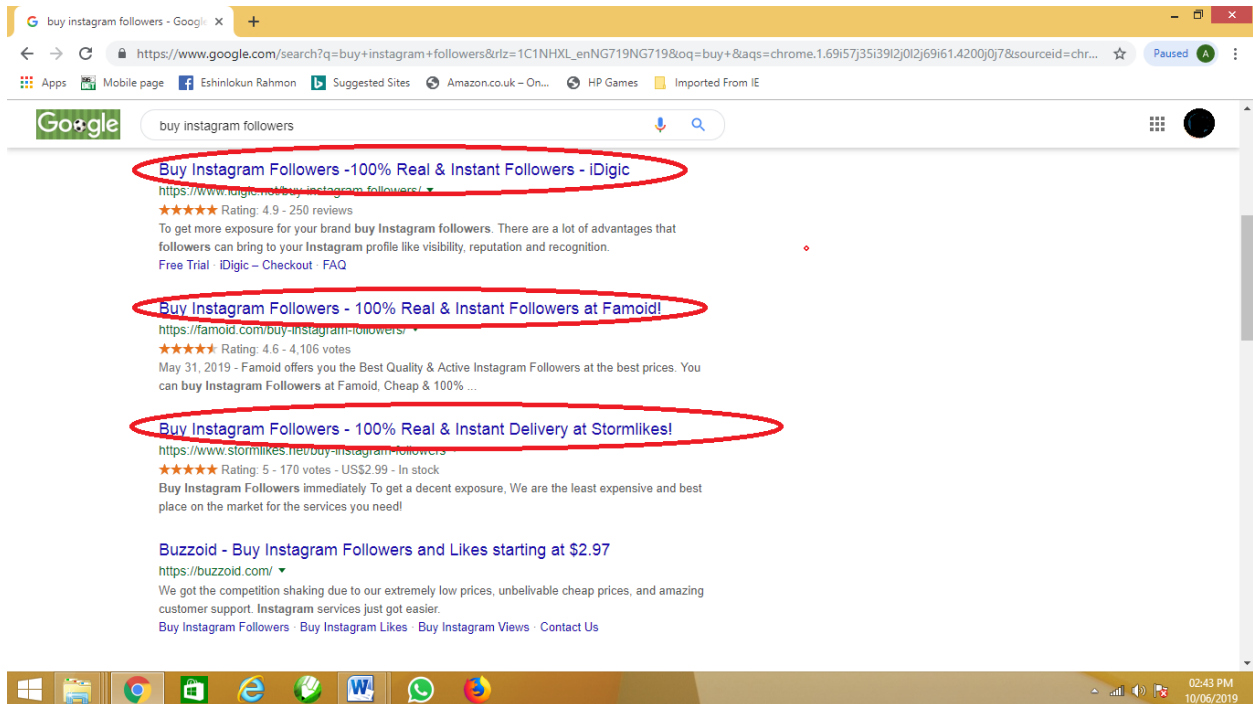


## **Six reasons not to buy Instagram ,followers ,likes and comments**

Have you ever been on an Instagram page that had five thousand followers but they are averaging 10 to 20 likes or you might have come across an Instagram page with not many comments or followers but with thousands of Likes , you have probably wondered how that was possible ,there is no huge secret behind it, they bought their followers, yes I said it and now I just need a place to hide cause ‘they’ will surely come for me ,yikes! On a serious note though, is that a good way to drum in new clients as a business or a good way make your page popular as an aspiring or established influencer? In this articles we are going to explore the cons of buying Instagram followers/ like and if there are any benefits are worth it.

If Instagram is a house it goes without saying that Likes, Views, Follows, Comments, Mentions, Report are the foundation, no wonder there are several ads tagged ‘Buy real Instagram followers’ like you see in the image below



I would be the first to admit that these ads are too appealing to ignore especially if you're just starting your Instagram journey but because we are practically best friends now I will give you 6 reasons why you should not even pay attention to this 'scam'

**Insert a banner asking if they need a social media manger and providing the services of GEEKWAY**

- 1) When you buy followers you at a risk of getting low engagement from said followers

The main reason behind buying these followers is to get engagement on your page but most of those bought followers, likes, reposts are from bot which means they are as you've guessed very

fake which defeats its purpose. As a business you will need followers that can translate into clients or customers and as an influencer you will need followers you can actually \*drum roll\* influence but that will be impossible because fake followers don't actually engage with your page ,their main aim is to get you the followers and likes they have promised you and nothing more.

## 2) Humans are smart : fake followers are easy to spot

You might think you have done something after buying followers but the reality remains that it is very easy for anyone to spot a page that has fake followers, because these pages usually have :

a) A large following, and not many posts.

b) Pictures with little to no engagement (likes and comments)

even if they have a large amount of followers. If a page has fifty thousand followers and they are averaging twenty likes on a photo, my suspicions are raised.

c) The comments are under their page are mostly generic , senseless or inappropriate Eg. The post could be a food video and the comments could say 'nice cloths' or 'good pic'

## 3) Instagram spring cleaning

In a bid to discourage users from buying followers or using website to get them, Instagram regularly deletes fake or spam pages from the apps, here is a quote from Instagram on deleting those pages : "Since the early days of Instagram, we have auto-detected and removed fake accounts to protect our community. Today's update is just another step in keeping Instagram a vibrant community where people connect and share in authentic ways...we're taking to tackle inauthentic activity on Instagram'

- 4) Buying followers will give you a misrepresented view of your 'Insight'

Instagram insight is an in-app analytic tool that show you your metrics which helps you to review your post performance, page growth and helps you understand your audience better but if you buy followers it can render your insight useless because it will not be able to accurately profile your fake followers cause they are mostly dormant with little activity so whatever analysis you get from insight will be useless

- 5) You will lose credibility and your reputation will ruined

If you actually go as far as getting fake followers you will lose credibility because you are actually not influencing anybody and not getting actual customers so people will assume your page is used for internet fraud.

- 6) Buying followers is against Instagram policy

Duh ! if Instagram is purging fake pages it is very obvious that they will also get rid of accounts that purchased these services of

said fake pages they might warn you the first time you are caught but by the second time your account will defiantly get suspended

In Conclusion: How to get real Instagram followers.

Buying Instagram followers can only lead no good and there are many pointing to that fact but there are also ways you can get engaging and real followers on Instagram who are genuinely interested in your content. These are a few tips on how to actually grow your IG Page :

- a) Get a professional to manage your Instagram page [here](#)
- b) Use relevant hastags
- c) Have a post scheduled
- d) Run a contest
- c) Geo tag your photos
- e) study your target audience and followers to brand their behavior
- f) Get a professional to help you run ads [here](#)