



Image via [The Drum](#)

## How to Grow Your Stream Using Social Media

Whether you're new to streaming or a seasoned veteran, growing your stream is one of the most crucial aspects of the business. Gaining viewers can seem intimidating at first, but you can reach your goals if you put in the work. Social media is an awesome tool to reach a big audience and get your name out there, so knowing your way around these platforms will be helpful. Over 3.6 billion people currently use social media, and that number is only going up. Here are the key points in using social media to grow your stream:

### Best Social Media Sites to Grow Your Stream

The main sites you'll want to focus on are Twitter, Instagram, Tiktok, Youtube, and Facebook. There are obviously more out there that you can use, but most people are using these sites vs. the others. Keep in mind that your target audience might be different from site to site, so make sure you get to know your followers on each app. That way, if your content needs adjusted, you'll have an idea of what needs changed. Using at least 2-3 of these, if not all of them, will give you the opportunity to have diverse content like photos, videos, short clips, and written material.

### How to Get the Most Out of Your Social Media

#### **Build Your Brand**

The first thing you'll want to do is personalize your page and build your brand. This is going to be the way your viewers see you as an online presence. You can do this by choosing a color and font scheme, choosing your name, establishing a "voice," or in other words the language and tone of your posts, posting photos in the same general genre, and more. Keeping up with the

consistency of your brand will make it more appealing to people on the Internet. Think about all of the “Instagram famous” accounts and their content, it usually has some type of rhythm and design to it; use this idea when you’re creating yours. If you need some additional help, [here](#) is a good website to get you started.

## Content Is Key

Your next focus should be your content. Gather material that you want to post and what you think your followers want to see. Take some extra time to think about what your regularly posted content will be since this is going to be the majority of what your viewers see. You’ll also want to incorporate channel advertisement into your content. Here are a few ideas to do that:

- Posting “going live” announcements so your followers can jump in or be prepared for you to go live
- Posting upcoming stream announcements so they have a heads up about any upcoming streams later that day, the next day, etc.
- Posting new clip/video announcements so they know when new content is posted or when the next one is going up.

## Track Your Activity

Something else you’ll want to pay attention to is the time of day your posts are getting the most attention. If you’re posting at the same time every day but they don’t seem to be getting a lot of activity, try posting earlier or later and take a mental note of the difference. This might take a couple fails, but once you find that sweet spot it’ll be smooth sailing from there.

To help you out, there are a few different apps available that track the metrics on when your followers tend to be most active. They make it super easy to track your follower’s peak activity time so you can optimize the attention on your posts. Click [here](#) to find a list of free and subscription analytic apps.

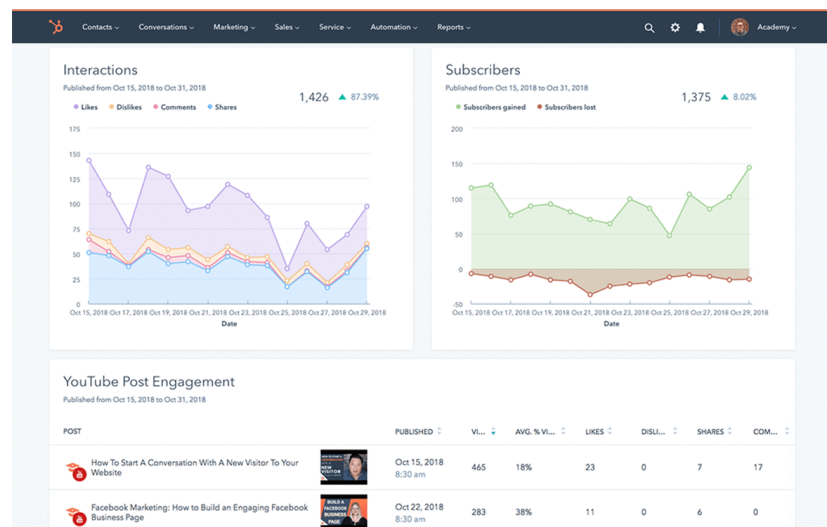


Image via [HubSpot](#)

## **Get On a Schedule**

Another good habit is getting into a posting schedule. Posting at the same time every day makes things easier on you and your viewers. Your followers will appreciate a routine and knowing when new videos or posts will drop. For example, post a new Youtube video every Tuesday at 10 A.M. and then a new personal post every Thursday at 5 P.M. Your schedule doesn't have to be super strict, but try to keep your posts around the same time as best as you can.

## **Be Active!**

Last but certainly not least, you need to be interactive and active on your social media. Statistically, 57% of social media users follow pages to learn about new products and 47% follow to stay up to date with the owner or brand; so, regularly posting and socializing is a necessity. You can also find other accounts that are fairly active on a regular basis, follow them, and interact with them too. Creating these unique online relationships gains their support and willingness to refer you to others.