

# Six guaranteed ways to become a social media influencer

By [Adeniyi Ogunfowoke](#)

9 Feb 2016

Since the entry of social media into the Nigerian space, many people have explored it to their advantage in various ways. One interesting way is becoming social media influencers.

Many of them with thousands of followers use their platforms to drive engagement, promote brands, market events and fight for a cause. With these concerted efforts, quite a number of them are smiling to the bank. If you want to become a social media influencer in the future, here are a few tips from Jovago.com Africa's largest hotel booking portal.

## Focus

This is the first thing a budding social media influencer should do. He should select a particular field he has comprehensive knowledge about. This will help you narrow your research work to the subject rather than skirting around different fields.



[123RF](#)

## Set alerts

Tools like Google Alerts or Social Mention can help you to keep tabs on different topics or keywords in your field. Use these to write and contribute current information and opinion.

## Be unique

Your field is saturated with knowledgeable experts like you. They do almost the same thing you do. But, if you want to become a serious social media influencer, strive to be unique. Take time to conceptualise your messages, posts and tweets. In addition, avoid posting first drafts but edit to clear it of spelling mistakes and grammatical errors.

## Engagement

Building an online community takes dedication and constant engagement with your commenters, followers and fans. If you make the engagements regular and focus on a particular field such as economics or fashion, you will have a steady rise in your social media profile.

## Share your blog posts

Whenever you write a blog post, ensure that you share it on all the social media platforms like Facebook, Twitter, and Google+. It keeps your account active.

## **Share other influencer's content**

If you admire the work of a senior colleague in your industry, share their articles, posts and tweets regularly. This will help you grow a relationship with them which can help enlarge your area of influence.

For more, visit: <https://www.bizcommunity.com>