

Forum: [Hack Forums](#)

Thread: [Flame | Social Media for Dummies](#)

TRAUMA - March 15, 2016, 2:26 am

*previously known as

What is Social Media?

Social Media is a virtual way of socializing over the internet.

For the average person, they use their Social Media for their own profile that's about them.

But, there is also your other type of accounts. Representing a company, or a account based on a niche. Such as comedy, sports, etc..

With these types of accounts, your main objective is to grow the following.

That comes with fame and a side of business you might not know how to handle, that's why I am here.

In this tutorial/help desk I will mainly be using a comedy niche as example.

You can still learn from this, just flip the text around if lets say you're a business on social media etc.

Picking a niche

First off, what is a niche? A niche in Social Media is what your account and post are about.

Two examples; If you are account based on sports, you should keep your account sports based and only talk/upload about sports.

If you have a account representing your business, you will upload things such as information about your product(s), giveaways, coupons, etc..

With that being said, pick something you enjoy. Trust me, it pays off.

Stay true to your niche

What does this mean? This means stay consistent to what you post.

If you post random subjects you will get a random following, if you even get a following.

Lets say you have a account based on cute dogs, all of your followers followed you to see cute dogs,

so if you post something about a cat, your activity will go down on that post.

As obvious as this may sound, I see many accounts who seem like they are trapped in the closet on what niche they are.

They will have post from dogs, to politics, to memes.. That is a big no no!

It will attract hardly anyone and will make your followers become very inactive.

How to manage your profile

Correctly managing your account is a huge part of gaining a active following.

Anything from your profile picture to your captions/statuses..

People like simplicity, simplicity gains a following.

Let's get into some details/examples. (I will be using Instagram examples)

If you have a comedy niche account, you want to base it all off of comedy and nothing serious!

Some profile picture examples would be like:

Spoiler ([Click to View](#))

A profile picture you do not want would be like:

Spoiler ([Click to View](#))

[img]http://i.telegraph.co.uk/multimedia/archive/02564/Chess_2564736b.jpg[/img]

Your profile picture is the first thing someone see's, now make it good and related to your account!

Your bio/about me is a huge factor! That's the second thing they see.

Again, using a comedy account as example.

You do not want your bio to look like this:

I sell shoutouts for PayPal CHEAP.

NO SHOUTOUTS

KIK- IloveDogs321

You DO want your bio to look somewhat like this:

i got the key to success, so follow me

Why?

- If your account is based off comedy, make it something funny and short

- If its a business account, say a little bit about your business and maybe a promotion.

What should my post/captions say?

You never want paragraph long post, hardly anyone reads them and with that being said, your activity will go down.

Keep them short and sweet but still gets the point across!

If you post a funny picture, just do a emoji or two.

Or if its something people can relate to, write "Tag xxxxxx *emoji"

Then lets say you release a new product!

You can write "On sale, super cheap! Take some pics so we can see how rocking you look!"

What that does is make you and the buy be on a 1 on 1 level.

It will increase sells, make them hope you will see it, then finally you are getting promotion from them posting..

^^^ This section was difficult to write because everything is so different for different niches. If you have any questions, just ask below.

How to gain a following

There are multiple factors that come in to play when gaining a following. 1. You must stay true to your theme and niche (If you post all black and white pictures, keep doing that and do not switch to colored. Also if you niche is dogs make sure your page is consistent with dog pictures and not cats, this will make your followers disengaged with you and may even unfollow). 2. Know the big players in your niche and watch what they do. If they are using certain hashtags or pictures try mimicking what they are doing since it is proven to work. 3. Follow the people that engage with the big players in your niche (Follow people that like/comment you can even follow their followers). This is a good way to gain a following since the people liking/commenting and following the big players are already

interested in your niche so they are more likely to follow back than random people. 4. The most common method nowadays is to get a shoutout from others inside of your niche. If you have a decent following you could look for others in the same niche (around the same following as you) and offer to do a shoutout for shoutout. Where you basically post a pic and in the description you forward them over to the other persons' account. If you do not have a good following you could try purchasing shoutouts (but be careful, because this is not always successful).

Where to find your post

Finding pictures can be one of the hardest and easiest things to do while growing a page. The way to get the most pictures related to your niche would be to go on tumblr and search for your niche and start downloading images that will fit your page. Another thing to do is repost what others in your niche are posting. There are plenty of apps out there (Android and iOS) as well as programs for your computer to do this just search around on google. Make sure when you are reposting that you delete their description on the pic and change it to what you want it to say. You may also give credit to the other pages in your description if you would like.

Gaining an active following

This section goes along with gaining a following. Once you start gaining followers make sure you are continuing to post regularly. Also if people tag you in photos etc make sure you comment on the picture to show them that you are real and that you appreciate the tag. Make sure you also respond to any comments that you get, if people comment and you do not comment back they will most likely think your account is botted or that you do not value their comments. A lot of people will comment "Cool pic" etc, all you need to do is reply with their username and say "Thank you" or anything along those lines. The more you engage with your followers the more they will engage with you, keep that in mind!

Monetizing

There are plenty of ways to monetize your accounts, I would highly recommend that you only do so once you hit around 20k followers or above. The most common ways of monetizing accounts would be 1. CPA (where you post a link for your followers to complete offers) 2. PPD (where you post a link for your followers to download apps) 3. Shoutouts (where you post pictures people give you along with descriptions that they write for you), keep in mind a lot of people have shoutouts for 30 minutes, 1 hour, 12 hours and 24 hours. Check around on others that offer shoutouts and see how much they are charging and then offer around the same price. NEVER POST IN YOUR BIO THAT YOU SELL SHOUTOUTS! This is a big turn off to your followers, since it tells them that they will be seeing ads all of the time. If you are looking to sell shoutouts simple put "For business contact ... (you can put a kik or an email)" that way they can contact you outside of the site and discuss the prices with you.

Huge shoutout and thanks to the user [BanditDev](#) for the help!

SmileyBear24 - March 15, 2016, 2:33 am

Interested read and nice one too!

HQ shit Chase, keep it up!

TRAUMA - March 15, 2016, 2:50 am

(Mar 15, 2016 02:33 AM)Aeoli Wrote: [\[CITE\]](#) Interested read and nice one too!

HQ shit Chase, keep it up!

Thanks man, only took 2 months if procrastinating to finish!

Volty - March 15, 2016, 4:23 am

Sorry but I don't see what this has to do with Delphi. Please post in a different section.

TRAUMA - March 15, 2016, 7:10 am

(Mar 15, 2016 04:23 AM)Volty Wrote: [\[CITE\]](#) Sorry but I don't see what this has to do with Delphi. Please post in a different section.

Oh shit! I forgot to move it!

Cartier - March 15, 2016, 2:52 pm

This was a nice read man thank you for this!

TRAUMA - March 18, 2016, 9:11 am

(Mar 15, 2016 02:52 PM)Cartier Wrote: [\[CITE\]](#) This was a nice read man thank you for this! No problem man, if you need any help let me know.

WRX - March 18, 2016, 9:13 am

Skimmed through. Seems like a thorough tutorial. This will help new members expand.

TRAUMA - March 23, 2016, 6:21 pm

Thanks for the review my man, enjoy.

husc - March 23, 2016, 8:27 pm

good read. Thanks for sharing.

Aithan - March 25, 2016, 2:12 am

Very nice tutorial, will be sending this to all the individuals the message me asking for social media help.

Thanks.

TRAUMA - April 5, 2016, 5:52 pm

Thanks for the compliments! Might buy a sticky.

BOS5 - April 5, 2016, 10:28 pm

been on Instagram for over a year now and i'm a photographer, i only have 1.2k and i used boostgram's 3 day trial and it finished yesterday. Followers went up, but my likes barely went up, how can I increase that? I put out high quality stuff. (@be.ny)

TRAUMA - April 5, 2016, 10:55 pm

(Apr 5, 2016 10:28 PM)emerpuS Wrote: [\[CITE\]](#) been on Instagram for over a year now and i'm a photographer, i only have 1.2k and i used boostgram's 3 day trial and it finished yesterday. Followers went up, but my likes barely went up, how can I increase that? I put out high quality stuff. (@be.ny)

You have amazing photography. I appreciate the ones of people and not your typical scenery like buildings.

If I were you, I'd stick to one niche for lets say a month.

DO NOT MAKE IT BUILDINGS, there are plenty of those already.

I say, try out a person theme.

Like this picture of yours:

Once you get a steady theme of that or whatever you chose, go spam follow accounts that follow other accounts with a close theme.

Why? Because you can get the following from being that unique niche, then once you are happy with your following.. Pick another niche, grow more..

Then once you have a variety of followers, start uploading a variety.

BOS5 - April 6, 2016, 6:26 am

(Apr 5, 2016 10:55 PM)#MOBSTER Wrote: [\[CITE\]](#) You have amazing photography. I appreciate the ones of people and not your typical scenery like buildings.

If I were you, I'd stick to one niche for lets say a month.

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Why? Because you can get the following from being that unique niche, then once you are happy with your following.. Pick another niche, grow more..

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thanks man, i'm gonna post another portrait today and tomorrow then going to hit manhattan Saturday and get a ton of street portraits

TRAUMA - April 13, 2016, 9:07 pm

Any updates bro? Photography is on point.

Hash G. - April 17, 2016, 12:01 pm

Great informational thread, thanks Chase!

TRAUMA - June 17, 2016, 1:48 pm

Opened this thread back up! Going to be pumping out tuts etc soon :)

The red zone - June 17, 2016, 5:06 pm

This is great! I will refer my friends to this guide too

TRAUMA - June 17, 2016, 6:26 pm

(Jun 17, 2016 05:06 PM)The red zone Wrote: [\[CITE\]](#) This is great! I will refer my friends to this guide too

Thanks man. Let me know if he needs any help.

TRAUMA - June 30, 2016, 2:45 pm

(Jun 17, 2016 05:06 PM)The red zone Wrote: [\[CITE\]](#) This is great! I will refer my friends to this guide too

Hows he doing man? :)

Lufasu - June 30, 2016, 8:35 pm

Great write mate :)

was fun to read it buddy !

TRAUMA - September 29, 2016, 7:35 pm

Lets bump this, why not? Help some people out.

Danny Khalifa - September 29, 2016, 7:37 pm

Nice high quality thread you made brother!

Caecilius - October 1, 2016, 10:13 pm

hi can you please tell me why you gave me a -3 negative reputation. i dont think i did anything to you? is it because i liked your profile picture so used it myself? :?

cant pm not 25 posts

well are you able to undo it? i just started this forum & already have negative reputation ffs

TRAUMA - March 16, 2017, 2:53 pm

Bumping this! Looks like some may still need!

Mimri - March 17, 2017, 8:34 am

I like this alot I kinda skipped through it but good share

Mula B. - March 17, 2017, 9:30 pm

Posting on this to read later.

TRAUMA - March 18, 2017, 12:17 pm

Glad you guys enjoy this! Just a little short something to get a grasp of social media.

Duende - March 18, 2017, 4:09 pm

Thank you for the information!

Major League - April 3, 2017, 1:14 pm

Thanks for the free tips, I'll try them out.

TRAUMA - May 3, 2017, 9:02 pm

I have been hella inactive on HF, my b homies.

Mr.Peanut - May 4, 2017, 1:58 am

She said she love me, I think she trollin'. Haven't seen you in a minute B, welcome back :p

TRAUMA - May 4, 2017, 4:06 pm

(May 4, 2017 01:58 AM)Mr.Peanut Wrote: [\[CITE\]](#) She said she love me, I think she trollin'. Haven't seen you in a minute B, welcome back :p

Haha, I'll probably be really inactive. Your boy finally got a life.

I'm diggin it, hardly any income though when you're out 24/7 though.

XxVisualsxx - May 4, 2017, 4:09 pm

Great read! Good job I will look into using this. Thank you!

radhindanoes - May 5, 2017, 2:00 am

good stuff. the points on here are interesting. i already do some of them!