

Study the "Big Dogs"

What type of content are they sharing?

How often do they post new updates?

What is the mix of re-shared content vs. original content?

What types of posts get the biggest reaction from followers?

Do they post personal content or just topic-related?

Curate the Best Content

Follow interesting blogs

Reshare content shared by influencers

Reshare content that's already popular

Take Followers Behind the Scenes

Moments and updates from personal life

Show "the sausage being made" (occasionally)

Other relatable facets of personality

Take Followers on an Adventure

Highlights of the glamorous lifestyle

Bring them closer to the rich and famous

Adrenaline-fueled activities

Put Followers in the Spotlight

Success stories

Showcase their best work

Contests, awards and prizes

Drive Traffic

Share frequently (and different angles on same content)

Visual content

Ask for the share (sometimes)

Pay for extra exposure

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Published 13th June, 2017.

Last updated 13th June, 2017.

Page 1 of 1.

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