

Build & Grow An Engaged Social Audience As a Graphic Designer

KEY TAKEAWAYS

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“Be Recognizable”

Your profile should clearly mention what you do and who you are. This will help your audience get an idea about your work and what they should look for.

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“Engage With Fans”

Engaging with your fellow community can help them know that you're human, too. Like and comment on their posts, reply to their DMs and comments and that in itself can help you grow so much authentically!

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“Post Frequently”

Post frequently and schedule your posts. You don't have to post every day, but just be consistent towards putting your work out there. Creating a social media calendar for your work can really help you to be consistent too!

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“Explore”

Play around with the different options to post. You can post more stories, experiment with videos or reels. See what you are enjoying the most and what works the best for you!

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“Have An Aim”

Your ultimate goal shouldn't just be a high number of followers because that means nothing without a bigger purpose or aim. Growing organically is one of the most efficient ways to increase your reach!

