**Why You Need to Provide Value to Have a Great Social Media Page**

Want to build a big social media page with thousands of followers? Hoping you can use this to build awareness for your brand and drive traffic and sales? Great!

But if any of that is going to happen, then you need to ensure that you’re approaching social media in the right way and that you understand the secret to success.

The good news? That secret is very simple and easy. And we’re going to share it right here…

**The One Thing You Need to do to Succeed**

When you’re trying to succeed on social media, there is just one thing you need to do and that is to *provide value.*

In other words, you need to make sure that you have a social media account that is offering something useful to the follower. That might take the form of jokes and entertainment, it might take the form of inspiration and encouragement, or it might take the form of useful links and posts.

But whatever the case, it needs to be actually useful. And a good way to know whether you’re accomplishing that is to imagine that your social media were to get taken down tomorrow. How would people react? Would they be genuinely disappointed that something they enjoyed reading or found useful is no longer available?

Or would no one care?

If you answered the former then well done: you’re on the right track!

**What a Lot of Businesses Do**

But unfortunately, a lot of businesses just don’t do this. That’s because they think the purpose of social media is simply self-promotion. Sure, it is in a way, but if that’s *all* you’re doing, then what incentive is there for anyone to follow you?

A lot of small businesses will create social media pages and then all they’ll post is the occasional statement like ‘We Make the Best Till Systems in the Area!’ or ‘Find out why we’re number one… call today!’.

But ask yourself: if you followed a page like this, would you stick around for long? Or would you eventually unsubscribe? Most people would say the latter.

Not only that but using this kind of approach will just make a business look out of touch and outdated – they appear to not understand how to use social media!

So think differently and start asking what your followers would *want* to see from you!