

THE UGLY TRUTH ABOUT THE
**FOLLOW &
UNFOLLOW**
GAME!



YOU DEFINITELY HAVE
OBSERVED THE NUMBER OF
FOLLOWERS
KEEP DECREASING ON YOUR
ACCOUNT WITHOUT REASON

**YOU GO TO SLEEP WITH 100 FOLLOWERS TO
YOUR ACCOUNT AND WAKE UP TO
90 FOLLOWERS.**

YOU'VE JUST LOST 10 FOLLOWERS OVERNIGHT!

**BUT, WHAT COULD BE
THE REASON
FOR THEM
UNFOLLOWING YOU?**

1. **THEY ARE PLAYING A GAME.**

- ONCE YOU FOLLOW THEM BACK, THEY'LL UNFOLLOW YOU WITHOUT GIVING IT A SECOND THOUGHT.
- PEOPLE LOVE TO SHOW THEY HAVE MORE FOLLOWERS AND A LESSER "FOLLOWING" NUMBER.

2. NOT REALLY INTERESTED IN YOUR CONTENT

- MAY BE THEY'RE NOT INTERESTED
IN YOUR CONTENT ANYMORE AND
SO THEY'VE UNFOLLOWED YOU.

3. OVERACTIVE OR TOTALLY INACTIVE

- SOMETIMES SOME FOLLOWERS MAY GET ANNOYED, SEEING OVERFLOW STORIES OR POSTS ON THEIR FEED.
- BEING INACTIVE TOO MAKES PEOPLE TO UNFOLLOW YOU.

4. YOU ARE NOT FOLLOWING THEM BACK

- YOU MAY NOT BE FOLLOWING THEM BACK. PEOPLE ALSO EXPECT YOU TO FOLLOW THEM BACK. IT'S ALL ABOUT GIVE AND TAKE.

“
HEY! DON'T FEEL BAD IF
YOUR FOLLOWERS DECREASE,
THOSE ARE NOT YOUR
REAL FOLLOWERS,”

THOSE WHO STAY LONG ARE YOUR **REAL AUDIENCE,**
NEVER STOP ENTERTAINING THEM.



**SO WHAT DO YOU THINK?
IS IT A GOOD IDEA TO
FOLLOW AND UNFOLLOW?**

SHARE YOUR PERSPECTIVE WITH ME,
AND HONESTLY LET US KNOW WHY
DO YOU WANNA FOLLOW US

