Follower, real followers that is, are the buzz word of Social Media Marketing.

According to Robert Cialdini, who studied the principle of social proof in-depth in his book, [Influence: The Psychology of Persuasion (Links to an external site.)](https://www.amazon.com/Influence-Psychology-Persuasion-Robert-Cialdini/dp/006124189X), “we view a behavior as more correct in a given situation to the degree that we see others performing it”. So often in situations where we are uncertain about what to do, we would assume that the people around us*(experts, celebrities, friends, etc.)* have more knowledge about what’s going on and what should be done.

Having industry experts take over your social media profiles can be a great way to tap into their influence and the positive association their followers have with anything they do (i.e. halo effect).

For example, when an expert takes over your Instagram account to post an educational content, tell Instagram Stories, or go live, people who know her might like your brand more as her presence on your social media creates a positive influence on them.

The best part of such collaborations is that they are often a win-win situation as the industry experts also benefit by getting to reach your audience.

* DO YOU INCREASE YOUR ATTENTIVENESS TO BRANDS  WHO COLLABORATE OR HAVE GUEST TAKE OVER THEIR ACCOUNTS? WHY or WHY NOT?

Classmate response:

I do pay more attention to brands when they have an influencer take over their accounts. I think that influencers do a nice job of injecting personal anecdotes and interesting images into an account that may only show branded campaign images the rest of the time. One of the things that successful influencers do best is creating a sense connection with the audience and it can be hard for a large faceless brand to do that. I tend to look through a brand's stories more slowly when it is influencer videos or another industry expert talking rather than just a collection of images.