

# Buying Instagram Followers And Twitter Followers – A New Political Tool

*Back in 2012 Mitt Romney's Twitter account created a controversy because of a sudden and dramatic spike in followers. This campaign doesn't seem to be different*

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/EINPresswire.com/ -- We all have to admit that social media has become a very useful tool and its industry has become over saturated in the last few years. Facebook had over 1.18 billion monthly active users as of August 2015, while Twitter had, as of May 2015, more than 500 million users, out of which more than 302 million are active users and in the other hand there's Instagram where according to [recent reports](#) the trend to buy followers for this platform has already reached Twitter's peak of 2013. Therefore, to get noticed in a short period of time, small- and medium-sized businesses, startups and even politicians are now taking advantage of these services.



A recent audit done by [Status People](#) indicates that “at least 15%” of Hillary Clinton's followers (544,000) are completely fake, 41 percent are deemed inactive (no tweets or replies), and 44 percent are real people who actively use Twitter. Senator Ted Cruz running on the Republican ticket counts with 398K Twitter users following his presidential candidacy account which Status People calculated that only 48% are real people.

But not only in America one can purchase these type of services since, and according to Status People, Australia's Prime Minister, Malcolm Turnbull counts with 13% of his Twitter followers to be fake.

According to recent reports, politicians may be buying these social media services to boost their political agenda. Who can forget about the first trimester of the 2012 U.S. Presidential elections, where a great number of reports came out stating that Mitt Romney and Barack Obama were purchasing Twitter followers in bulk quantities. CNET, The Guardian & Slate, were among the various news first outlets that reported the practice. It was said that Mitt Romney's Twitter follower count had jumped up about 100,000 in a very short amount of time.

Moreover, successful personalities with a large number of followers can make large sums of money for endorsing products, liking brands, or retweeting comments. This generates a tremendous amount of pressure for Internet celebrities to garner a massive following to experience this same level of success.

But how much does it really cost to artificially inflate one's social media numbers by buying Twitter and Instagram followers and likes? For instance, and according to one of the representatives of AddTwitter-Followers.com, a site where one can buy [Instagram and Twitter followers](#) and even Retweets, some of their high end clients and agencies have spent more than \$10,000 per month to buy Instagram followers and likes and boost their numbers just so that they look better than their

closest competitors. But the reality is that with merely five dollars any one can boost their social media numbers starting with their lowest package of 500 Twitter followers.

Although the representative declined to reveal clients' names, it did reveal that several large companies and a few big-name artists, musicians and even politicians are part of its clientele. [www.AddTwitter-Followers.com](http://www.AddTwitter-Followers.com) has served more than 50,000 customers in the last 4 years they have been in business.

But what in reality do people that use the fast lane to optimize their social media receive with such services? Shayla R. Price a well known content marketer who recently wrote an article for the Huffington Post about the "Big Business Of Buying Fake Instagram Followers" said: "Well, to sum it up: just a number. In actuality, these followers won't be reposting any of the user's content, initiating a conversation, or favoriting tweets and posts. All it does is show an immense following.

To the general public, the account will appear to be popular, which is good enough for interested buyers and if politicians are in fact buying social followers, then we are going to have a big problem for the upcoming 2016 Presidential elections. When a user sees that a Twitter account has a lot of followers, they will automatically be more attracted to it because they think it has 'buzz'. Its a psychological principle that is common in social media and in the internet and politicians are starting to learn from it.

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