



SOCIAL MEDIA QUICK TIPS GUIDE

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GOAL

Your social media gurus are here! We're offering basic instructions on how to use your own social media accounts to market your personal brand successfully for your business. Listed below are just a few of the most important tricks and tips you can use to boost your Purium business to the next BIG level...

FACEBOOK EVENTS

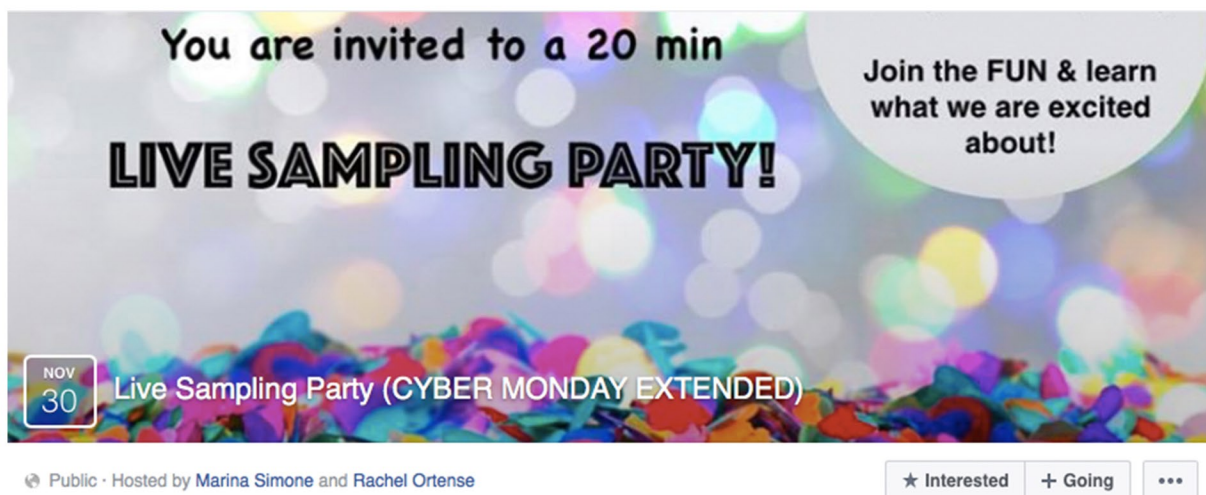
Events is a feature that allows you to organize gatherings, respond to invites, and keep your community updated. This feature is a great way to alert people of any upcoming transformation challenges, meetings, or health parties you may be hosting or participating in.

TO CREATE A PUBLIC OR PRIVATE EVENT:

1. Click **Events** in the left menu of your News Feed
2. Click **Create** in the top right
3. Click **Create Private Event** to choose between a private or public event in the top left corner.
4. Fill in the event name, details, location and time
5. Click **Create**

You'll be taken to your event where you can [invite guests](#), [upload photos](#), share posts and edit event details.

Note: You're NOT able to change the [privacy settings](#) once you've created the event.



Example: Marina Simone and Rachel Ortense

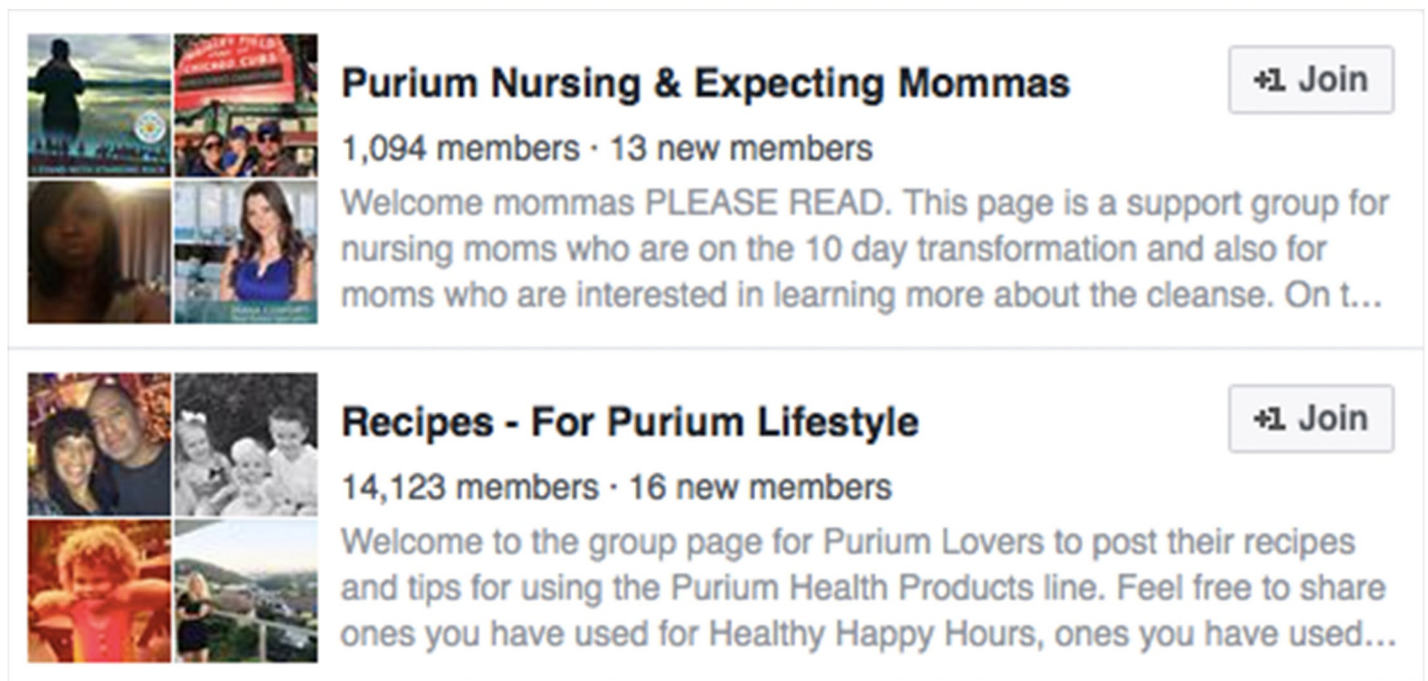
FACEBOOK GROUPS

Groups can be private, public or secret, and allow you to stay in contact with a specific niche of people without disrupting your personal timeline. For example, if you are having a transformation challenge and you want to keep tabs on your community's progress, a group may be the best option. This ensures their feedback or questions won't get lost in your timeline among your other awesome content!

TO CREATE A GROUP:

1. Click ▼ in the top right of Facebook and select Create Group
2. Select your group preferences, enter your group name, add group members and then choose the [privacy setting](#) for your group
3. Click **Create**

Once you create your group, you can personalize it by [uploading a cover photo](#) and adding a description.



The screenshot displays two Facebook group cards. The first card is for 'Purium Nursing & Expecting Mommas', which has 1,094 members and 13 new members. The description reads: 'Welcome mommas PLEASE READ. This page is a support group for nursing moms who are on the 10 day transformation and also for moms who are interested in learning more about the cleanse. On t...'. The second card is for 'Recipes - For Purium Lifestyle', which has 14,123 members and 16 new members. The description reads: 'Welcome to the group page for Purium Lovers to post their recipes and tips for using the Purium Health Products line. Feel free to share ones you have used for Healthy Happy Hours, ones you have used...'. Both cards include a '+1 Join' button.

Purium Nursing & Expecting Mommas +1 Join
1,094 members · 13 new members
Welcome mommas PLEASE READ. This page is a support group for nursing moms who are on the 10 day transformation and also for moms who are interested in learning more about the cleanse. On t...

Recipes - For Purium Lifestyle +1 Join
14,123 members · 16 new members
Welcome to the group page for Purium Lovers to post their recipes and tips for using the Purium Health Products line. Feel free to share ones you have used for Healthy Happy Hours, ones you have used...

FACEBOOK LIVE

Facebook Live allows others to see exactly what you're doing, when you're doing it, in real time! This feature is awesome for hosting Q&A sessions, meetings, or just showing people what you're doing, so they can experience it with you. You can go live from your laptop using specific apps, or on mobile as outlined below.

HOW TO GO LIVE (ON MOBILE):

1. Click on the **What's on your mind?** status update
2. Select **Live Video** from the drop down menu at the bottom
3. Click **OK** when it asks to access your photos and your microphone
4. Select your **audience** from the drop down menu directly underneath your name
5. **Write a short description** of what your video is about. For example, "Live at our healthy happy hour!"
6. Click the blue **Go Live** button on the bottom right, your video will begin after the 3...2...1 countdown.

Note: Note: It's always a good idea to make a post letting your audience know when you're going live so that they know when to log on and watch! It may take a minute for your friends to join, so keep broadcasting! Once they do you'll be able to see how many people are viewing it by looking at the red eye icon numbers at the top. Viewers can leave comments and emoticons, and you can answer them in real time. When you're done recording, the video will save just like a pre-recorded video and can be shared and re-watched.

FACEBOOK LIVE

 **Marina Simone**
November 30 at 4:41pm · 🌐


I'm so excited!!!! Our event starts LIVE on FB in 20 min!!!! 🌟🌟🌟🌟
(10lbs in 10 days) 😊

Second one starts at 8 pm eastern
Last one 9 pm eastern

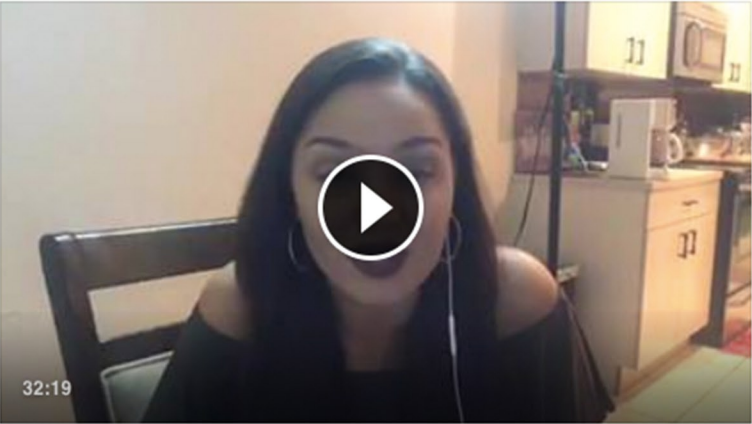
Click this link 🖱️ <https://www.facebook.com/events/1190193864362412/?ti=icl>



470 Views

 **Marina Simone** was live.
November 30 at 8:01pm · 🌐

How do you get your Cleanse paid forHow do you get involved and buy the 10 day... and what are the gift cards !?🔥. Join me live



32:19

467 Views

👍 Like 💬 Comment ➦ Share

👍❤️😂 23

Top Comments ▾

CREATING ENGAGING CONTENT

Have you ever noticed that people comment and/or 'like' certain posts more than they do other posts? This is what we like to call engaging content, and there's a lot to be learned from your most (and least) engaging posts. Your friends and followers are unique to you, and by learning what they like, you can create top performing content that will keep them engaged and interested in what you're offering. There's no perfect solution, but there are guidelines to what generally works well:

- This is your personal page, so keep things personal. People trust people more than they trust brands, and they're interested in what you have to say. What struggles did you have to overcome? What got you started? How do you feel now? What were some of your initial fears?
- People love [gifs](#), images, brain teasers, or emojis. Spice up your posts by adding a visual element. This allows them to connect with something other than the text. However, make sure these visuals are relevant to what you're saying. [Canva](#) is a great free website for easily creating your own graphics.

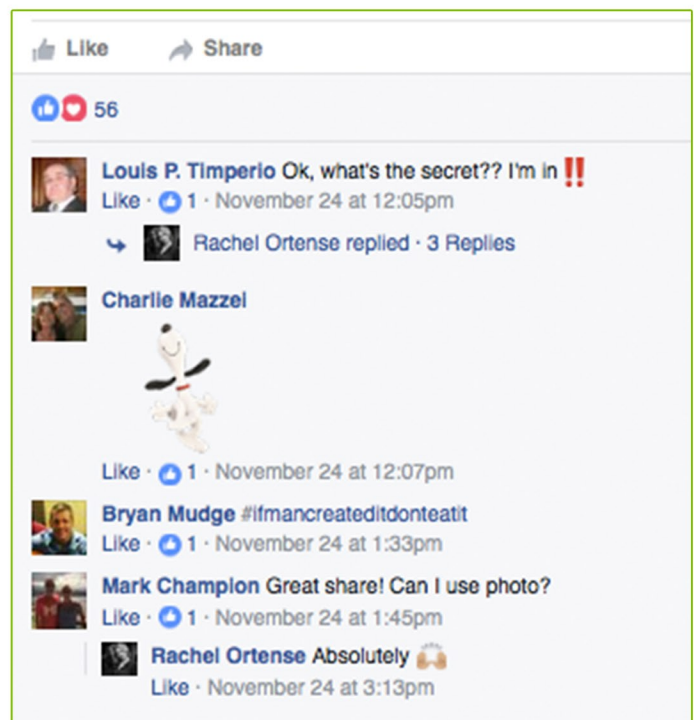
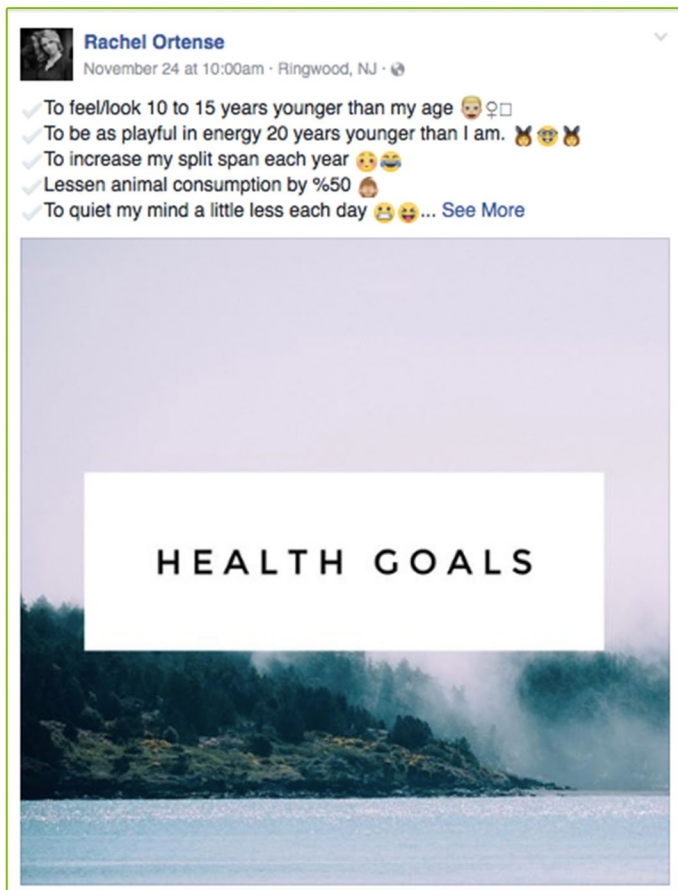


CREATING ENGAGING CONTENT

- More than images, Facebook loves video, and tends to rank that type of content higher in timelines - especially Facebook Live! Whether it's a slideshow, Facebook Live, [Boomerang](#), or simply a pre-recorded video, these all typically do well across various audiences. [Ripl](#) is a fantastic mobile app to create fun and engaging slideshows!
- Allow some content to be open-ended. For example, asking them what their sugar addictions are or what's stopping them from changing their life. Asking a question allows for discussion on your content, it provokes them to respond, allowing them to engage with you personally.
- Finding relevant articles that can be shared onto your page provides a great source for content because it shows your passion for your lifestyle and that you're invested. For example, "What the Food Industry Doesn't Want You to Know About," or "Living A Sustainable Lifestyle". You can't just always promote yourself! Share the social love.

MONITORING YOUR CONTENT

Creating engaging content isn't enough if you don't actively respond to and interact with your audience. This is where "monitoring" comes into play. When people comment on your posts, whether it's a statement or a question, it's important to respond. It can be as simple as "liking" their comment, saying thank you, or answering their questions.



#HASHTAG USAGE

Hashtags are a way to categorize content, allowing users to search specific products, trends, lifestyles, and much more. This means you should be finding the main hashtags associated with your brand to incorporate into your content, making your posts more visible to consumers. You can use hashtags on Twitter, Instagram, and Facebook, however, they work the best on Instagram and Twitter.

Twitter: Hashtags originated on Twitter, however, you have to be aware of the 140-character rule. Typically, people will only use one or two hashtags here for conversations dedicated to a single topic. Those get the best engagement!

Facebook: While you can use hashtags on Facebook, it's not common and can sometimes cause your post's engagement to decrease. In this case, you need to be extra careful on making sure they are relevant. For example, you could use #healthyliving, #healthyeating, #healthgoals, etc. Try not to use more than two hashtags in a Facebook post.

Instagram: With no character limit, hashtagging on Instagram is extremely popular and encouraged. In fact, posts with seven to 11 hashtags perform better here (as long as they are relevant). But again, don't go overboard.

CONTESTS/GIVEAWAYS

Giveaways and/or contests can be a great way to gain awareness and exposure for your personal brand. They are also a fun way for participants to get involved. A giveaway consists of giving something away as a part of some promotional aspect. For example, the first 10 people to comment with their weight loss goal could win one of your gift card codes.

Keep these rules in mind:

- You cannot ask people to share the post on their timeline, or their friend's timeline
- You cannot have people tag friends in the image

purium



SOCIAL MEDIA
BEAST