

Become a Social Media Superstar!

WHY SOCIAL MEDIA?

- Fastest way to reach an audience
- Create value and followers
- Build value and credibility
- Tell your story with images



TYPES OF SOCIAL MEDIA:

Choose only 2 to focus on at first; Facebook and 1 additional:



Facebook



Twitter



Instagram



Pinterest



Youtube



Google+



Linkedin



Vimeo



THE 5 E'S OF SOCIAL MEDIA



Evaluate

AVOID SELLING

Network marketing is not direct sales. It's about building relationships.

"Facts Tell, Stories Sell"

- Identify WHO your audience is
- Think of HOW your message is being received
- Create content that you and your own friends would be interested in.
- Base posts on how your friends/fans speak to each other - know their tone/vernacular
- Communicating value is priority

ENGAGING POSTS

Experiment and see what it takes to get your friends/fans to chime in

- "Fill in the blanks" - find out what they are thinking
- Surveys - create a poll using FB tool
- Educational Post- "Did you know?"
- Questions/Decision-prompting posts - "What do you think?"
- Tips/Life Hacks
- Timely/Current Events

POSTING/INTERACTION

1. Keep posts to about 3-5 per day in order to avoid being blocked by people who feel overwhelmed by constant posting
2. Keep posts short and poignant, 1-3 sentences will do. Remember people scan, not read
3. Always use images or videos
4. Timing
 - Pay attention to when your particular audience responds the most
 - Find your sweet spot and make sure you post at that time
5. Sales or contests or incentive programs are best done on Sundays or Mondays before people have had a chance to have a "bad week"
6. Consider when people are getting paid & spending. Around the 1st of the month people are paying their mortgage/rent or car payment.

CREATE PRIVATE GROUPS

1. PRODUCT GROUP - starting or prospect reps/customers.
 - Ask how people are doing on their first 10 Day Cleanse
2. BUSINESS GROUP - once someone enrolls as a member, add them to the business group.
 - Give recognition: "You just made it to Diamond, you're a superstar!"

Variety of Posts

- Selfie a week
- Personal/family photo
- Inspirational
- Humorous
- Health/Fitness/Wellness
- Fun/party post
- Testimonial
- Recognition
- Inspirational
- Contests

