



Love Your Life 2018

HOW TO PROMOTE YOUR EVENT ON SOCIAL

#LoveYourLife2018

 **Shaklee**[®]

Tips for Promoting Your January 6 Event on Social

Before Your Event

SHARE PICTURES AND INFORMATION about your preparations leading up to the day. For example, share a picture as you test the smoothie recipes you're planning to serve to your guests.

THINK OF WAYS TO MAKE YOUR EVENT "INSTAGRAMMABLE."

Whether it's setting up a photo booth, creating a unique product display, or having beautiful and festive party décor such as coloured balloons, create an atmosphere that people want to share (visit our Pinterest® board for ideas at pinterest.com/shakleehq/loveyourlife2018/).

SHARE YOUR OWN STORY IN PICTURES and quick posts about how Shaklee has enabled you to create a Life You Love. Remember to use #LoveYourLife2018.

IN ALL YOUR POSTS ABOUT THE EVENT, use the hashtag, and remind people there's limited space remaining and encourage them to message you to be added to the guest list.

GIVE PEOPLE A REASON TO ATTEND – a sneak peek, maybe a giveaway... Get creative and have fun!

During Your Event

GO LIVE on Facebook® or Instagram® (via Instagram Stories) to give your social network a sneak peek at your event, as guests are mingling at the beginning or while they're trying the products.

TAKE PICTURES and post quotable moments during your event.

ASK GUESTS TO POST about their own positive experiences from the event (and don't forget that hashtag!). You can take a moment during your presentation to have everyone get their phones out and post their New Year's resolutions with #LoveYourLife2018.

January 6 is our day! (No, seriously – it's International Love Your Life Day.) Use the hashtag (**#LoveYourLife2018**) for any posts related to your event: before, during, and after. Our social media team will be following the hashtag and re-sharing the best posts throughout the day. Let's get Shaklee and **#LoveYourLife2018** trending on social media.

After Your Event

RECAP YOUR EVENT by sharing the best of the photos on social.

Had someone sign up as a new team member or decide to start with a regimen? **MAKE A BIG DEAL! SHARE A PHOTO OF THAT PERSON**, tag him/her in the photo, and invite your network to congratulate him/her.

DO ANOTHER QUICK FACEBOOK LIVE OR INSTASTORY

sharing your excitement about the results of the event and letting your network know you'll soon be hosting another – one they won't want to miss.

Check out these sites/pages for resources to support your January 6 meeting:

SOCIAL POSTS – SHAKLEE SOCIAL

[MYSHAKLEE.COM](#) > [MY BUSINESS](#) > [SHARE SHAKLEE](#)

EVITES – DISTRIBUTOR BACK OFFICE

[MYSHAKLEE.COM](#) > [MY BUSINESS](#) > [CREATE AN EVENT](#)

E-MAIL TEMPLATES – FOR FOLLOW-UP, THANK-YOU NOTES, ETC.

[MYSHAKLEE.COM](#) > [MY BUSINESS](#) > [SHARE SHAKLEE](#)
