

So, you want to use social to grow your business and your brand but don't know where to start? Here's a guide for using your social media accounts to talk about Shaklee, build awareness, and market your Shaklee business. We'll go over some basics, tips, and best practices you can reference once you start using social media to your benefit.

THE BASICS (THE 5 PS)

1. BE PROFESSIONAL.

While you should maintain authenticity and have fun on social, keep in mind you're building your brand and running a business. So, conduct yourself in a professional manner. Social media isn't the place to engage in heated political debates, post controversial topics, show your wild side, or use questionable language. Have fun, showcase your life – but keep it clean.

2. PROVIDE VALUE.

Give people a reason to follow you and click on your Instagram® story for the day. Always make sure you're providing some type of value for your followers. Whether it's a quick health tip, a funny story, an authentic honest moment, a beauty hack, or even a motivational chat, make sure that what you bring to the table is unique to you and makes people want to come back for more.

3. POST REGULARLY.

If you want to grow your social and build your presence there, you have to post regularly. If you only post once a week, your content will get buried and people won't keep you top of mind. You want to make sure you have something to say most days (if not every day!). So, plan out your content, then hop on Instagram Stories for more off-the-cuff content each day.

4. CONNECT WITH PEOPLE.

Social media is meant to connect you with people. Yes, your feed should look pretty, and you should showcase yourself and your brand in a polished way, but people want it to be REAL. So, know your audience and what makes them tick. Tell real stories, be honest, make people feel connected to you. And make sure to engage. Ask questions – and respond! Build those one-to-one relationships. Your message may go out to thousands, but your responses are to one person – and that's powerful.

5. BE POSITIVE.

Bring the light to someone's feed. Post content that's uplifting, makes people feel good, gives them hope, or makes them laugh. It doesn't all have to be so serious! Have some fun on social and your followers will have fun with you.



STEPS TO SUCCESS ON SOCIAL

STEP 1: CREATE A CONTENT CALENDAR

A content calendar is an overview in calendar form of all the content you're planning to share and post on your blog or various social media outlets. The purpose of a content calendar is to plan it out in advance so that you know exactly what you're posting each day. It's helpful because it's visual and you can quickly glance at and know what content is coming up for that month.

You should aim to post no less than 5 times a week. Your content should vary based on what you've identified your interests to be. It's important for people to enjoy your posts, enjoy seeing glimpses into your life. Your content should be a combination of relatable, inspirational, and aspirational. You shouldn't be posting about Shaklee every day!

Building your calendar

To start building your social media content calendar, think about what makes you YOU! What makes up your day-to-day? What are your passions? You'll need to identify and break down your personal topics to build your content calendar:

Identify 3 passions

Examples:

- Health
- Family
- Philanthropy

Identify 3 emotions you want to elicit from your content

Examples:

- Happiness
- Empowerment
- Authenticity

Identify 3 hobbies

Examples:

- Working out
- Cooking
- Reading

Once you've identified your 9 topics, sit down and start to map out how you're going to share about those topics for the month. This is where you can start to weave Shaklee into your content! How does Shaklee fit into your passions and your hobbies and the person you are? It might reflect itself in the way you fuel your workouts, the vitamins you give your family, motivational quotes that resonate with you, a fun joke about skin care, etc.

When you lay out your calendar, keep it a good mix. Don't schedule too much of the same type of content in a row. A good recommendation is to weave in something about Shaklee once in every 7 posts to start off. Don't post about Shaklee every day. People want to know YOU, not what you're trying to sell them. Weave it in authentically. Once you build up trust with your audience and they know who YOU are, you can start to weave Shaklee in more. But to start off, stick to the once-every-7-posts rule (Instagram Stories® is a different story and we'll get to that on page 5).

CONTENT TIPS:

» Stick to one or two platforms if you're just starting out. Pick your favourites and focus your energy on those. A realistic goal if you're just starting out would be 5-7 Instagram posts a week, and 3-4 Facebook® posts a week.

» Quality is more important than quantity, especially if you're in the beginning stages of building your audience.

» Stay flexible. The great thing about planning ahead is that it leaves room for you to swap things around without jeopardizing your quality of content.

STEP 2: CREATE THE CONTENT AND THINK LIKE AN EDITOR

When building a profile and a brand that are aspirational, you need to make them look the part. Your Instagram® feed should look nice and have a consistent aesthetic. Think of your feed as a magazine and yourself as the editor who’s laying it all out to make sure it flows.

You don’t need to hire a professional photographer or rely on stock images. Your imagery should be personal and come from you! All you need is your camera phone and a few basic principles:

Make the best use of light.

To get the most out of your images, you should understand the three elements that affect light in your image.

Artificial lights. If you’re indoors, turn off those artificial lights! They create wonky colour casts and unflattering shadows.

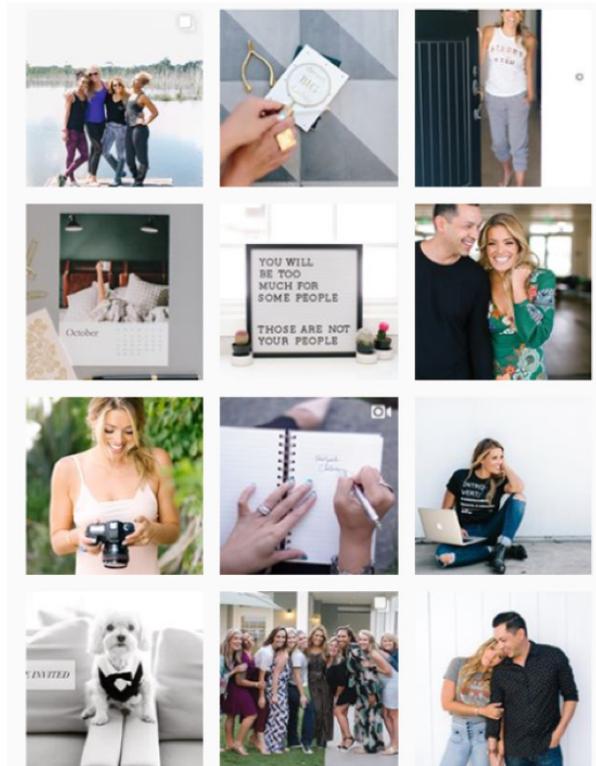
Clouds. Overcast days result in even, flat lighting. These days are ideal for inexperienced photographers who are looking to get some great images outdoors.

Time of Day. Whether you’re shooting indoors or out, the time of day makes a huge difference in the mood of your image. If you’re shooting midday, you might be getting tons of bright sun pouring in through your windows or on your subjects outside. Morning and evening light usually create warm, soft lighting that’s typically very flattering, especially outdoors.

Watch the sun and think about the mood you want to create in a specific image. It’s difficult to photograph a room that has bright sunlight streaming in, but overcast light and light from a north-facing window typically can create a serene image.

Keep your colours consistent for a cohesive look and feel.

Include at least 2–3 similar colours in each image and try to avoid hues that aren’t part of your brand. For example, if you have tons of pastel and feminine colours, including a photo with neon green in it will instantly stand out and “break your feed” or, in other words, pull the viewer’s eye directly to that image. You can use the Planoly app to make sure a colour fits and an image flows with the rest of your feed BEFORE posting the image. Editing can also play a big role in how cohesive your feed looks. If you use a filter or preset, use the same one consistently and try not to edit with an overpowering filter. Bring the opacity of a filter down or edit by hand with an app like VSCOCam, ColorStory, or Afterlight. Here are some examples of feeds that look consistent:



Hashtags. When you post, make sure to use hashtags! Hashtags are how topics become searchable. That's your goal: to keep reaching new people. Use Shaklee-specific hashtags such as #Shaklee, #YOUTHSkinCare, or #Shaklee180, but also use hashtags that will help you reach new people who might be searching for #SkinHydration or #HealthyCleanse ideas. If you have more than 3–4 hashtags in your post, try separating them from the copy of your post or include them in the first comment of your post. Sometimes, Instagram will look at too many hashtags, think you're trying to sell something, and essentially make your post “dark,” which means most people won't see it. Be smart with your hashtags to ensure you're reaching people.

Captions. Your captions should really be the place where you get to communicate your point. Your photos should have very little text, so the caption is where you get to shine with your words! That doesn't mean you should write an essay, though. Keep your captions short and to the point. Studies show that people are less likely to scroll to read the entire caption if it's a long one. So, if it's on the wordy side, make sure to put your most important information at the top.

Link in bio. With Instagram (as with any social channel), you're using it to drive traffic somewhere – because social isn't where ALL the info lives. That's where having key links in the bio of your profile is very helpful! Linktree is a great resource that you can use to have multiple links (to your PWS, your blog, Shaklee TV, and any other resource you have).

Responsiveness. You're posting content and asking questions and people are engaging and you're excited! But wait! It's vital to respond to people who are engaging with your content or DM'ing you. Take 10 minutes out of your day to check your comments, respond to questions, and take certain follow-ups offline. Also, be sure to engage with other people's content. The more love you give, the more you'll get.

Instagram Stories. Instagram Stories is a great way to connect to your audience in a quick, real, authentic way. It allows your content to be more visible to your audience because it shows up at the top of their feed. You can be more off the cuff and share interesting or fun parts of your day. Instagram Stories is the ideal place to share how you're feeling, get “real” with your audience, do tutorials, or go live. The best part is (unless you save them) that they only last for 24 hours.

Now you're armed with a few best practices and you're ready to sit down and build out a content calendar. We can't wait to see you all shine on social media, and we'll be looking out for your great content!

And don't forget to follow **ShakleeHQ** on social media!



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