**Social Media Tips:**

-Don’t be afraid to share Shaklee on social media.

There are a lot of different avenues for social media- facebook, Instagram, and pintrest are the ones most popular. Instagram is similar to facebook but with pictures only. People are watching/reading and viewing what you are posting. Many people need many exposures so don’t be discouraged when you post and don’t get any interests- its part of the process. I met Harper at a baby shower- she had me look her up on facebook- and I started following her posts/reading…the rest is history! You never know what difference you are making in the hundred of friends you have on facebook!

-Think about the time you post….Studies show 8am and 5pm are peak times people are on facebook. Mondays tend to be the day people are on the most and Friday-Sunday the least.

- Remember that people engage with Shaklee because of who you are and why you do this—not because of what you sell. So be real, be genuine, be more than “Shaklee.” Show your life, your family, etc.

- Be a resource for health on social media—not a Shaklee product pusher. Engage people with articles and pictures and information that is helpful and not Shaklee related. We are so much more than products—we are resources and advocates for health and we want to show that.

- Engage other people’s posts—social media is a two-way street. Don’t just post, but like, comment, and engage when others post. Help build up other peoples posts on Shaklee too- remember the more the word gets out the more people will

- Use social media as a connection tool but not as your business platform. Connect with people and then take it to the phone or a meeting. You cannot express your why, your passion, or the Shaklee difference in a Facebook message. You can only share stale information about products. You cannot ask questions, engage in communication, etc.

- Post pictures and details to engage people. Post pictures of Shaklee in your life—whether products or business. This is more popular and engaging.

- Be part of local groups and be an advocate for health and a resource there as well. Pay attention to posts in those groups but don’t “sell Shaklee.” Again, let people with health concerns know that you are passionate about helping people with their health and have information you can share with them. Share testimonies and engage. Don’t just post a link to your website. Use the phrase in a PM “I would love to chat with you about this—can I call you on Tuesday?”

- Pay attention to these posts as well. When another Shaklee person responds first, affirm them as a great resource on that post. Spread Shaklee around for everyone. And people often see when you comment and like other peoples post.

- Share the business side of Shaklee on social media as well, in excitement and boldness. This could be what someone really needs to change their life.

- Avoid saying negative things about other companies and other people on social media. If someone asks for your view on “such and such company.” Bring it back to the Shaklee difference. Well I don’t know a lot about \_\_\_\_\_\_\_\_ but this is what I can tell you about Shaklee.

-Summarize Shaklee in a few quick sentences and what you do. Examples include- I partner with Shaklee the #1 Natural Nutrition Company in the US. They have the safest vitamins, non toxic skin care and cleaners, and a weight loss program that is clinically proven and peer reviewed! I help other people find natural solutions to their health concerns. I would love to help you!

-Ask team members to share testimonies on a post

-Make it personal- share your heart

-Live out the lifestyle- post recipes, family walks, living the “Shaklee Effect”

-Don’t always make it “Shaklee Shaklee Shaklee” for example….My daughter loves her meal shakes similar to Nesquick but without all the junk…I didn’t even use the word Shaklee in my post.

-Don’t forget to share the business with pictures of your team/ what work day looks like- picture of your computer out on the deck (while most people are at an office all day)- THE FLEXBILITY (posting yourself out and about with your kids that must people can’t do because they work full time)…The joy and excitement you get from your business will reflect when you make it from your heart.

-Break down the cost of things—for example “Keeping kids healthy for only $1.24 a day or a meal a day for only $3. Cleaners save you $3400

-Request a personal message so you get the conversation going and then get it off facebook unto the phone or better yet in person.

-Be consistent but don’t over do. I try to post around 1x a week on my personal page and every day or every few days on my Odom Wellness page. Be careful not to post all the time

-Create a Facebook Group verses a Facebook Page. Facebook pages only a small percent of people will actually view your page

-Use Picmonkey, Rhonna, Abeautifulmess apps to make creative text/collages.

-Find other health minded groups- participate in them!

Shaklee Moms Advice

I'm sure you have this already but testimonials sell. Lifestyle posts always get more attention!

speaking from the heart always gets attention and I always find when someone posts there OWN testimonial and tags me it gets alot of interest.

Always include a photo with posts. Text-only posts are often overlooked.

I post a status tagging each new member when they join. Something along the lines of "I'm thrilled to welcome our newest Shaklee member, (name)! I'm so excited you have made the ...See More

1) Photos of Rejuvenation Packs as thank you gifts have gotten a lot of attention.

2) Photos of drinks, snacks, or smoothies using Shaklee products. ...See More

-Im pretty much active on fb and instagram and youtube and google plus but i spend the most time on fb. I have a video on how I prospect ppl it will be easier to explain then typing it up. But I connect in groups. I pick 2-3 groups that are not shaklee related and am just active on them. Answering other ppls questions. Giving valuable info. etc! We have something to offer that ppl are looking for without even knowing they are looking for it. let me know if you want the video