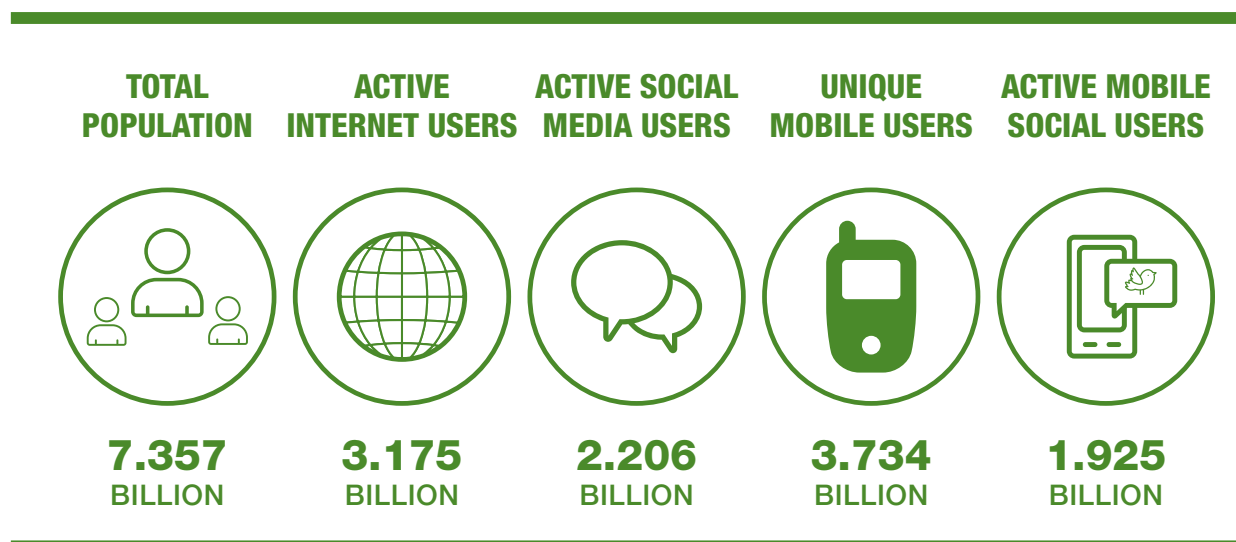




# Activate Your Social Media Presence on the Right Platforms for Your Business

It's a fact today that a brand's social media has a greater impact on its clients than its website does. As an Independent Consultant and business owner, social media gives you the power to reach Clients and prospects to help:

- Build your network
- Influence purchasing decisions
- Increase Arbonne's brand awareness
- Build your business and your team
- Direct prospects and new Clients to your Arbonne replicated website for shopping



Building an effective and powerful social media presence takes planning and skill. Focusing your attention on specific platforms allows you to strategically have more meaningful interaction with your followers.

Here is an overview of each of the most popular social media platforms to help you better understand each one and determine where to start to build your online social media brand.

## Facebook

The most popular social media site and app; it's likely that many people in your network are already using this platform as a source of information.

- 845 million monthly active users
- 2.7 billion likes and comments per day
- 250 million photos uploaded per day
- 100 billion friendships
- Each post has the potential to drive traffic to your Arbonne website and generate sales
- Users spend 20+ minutes on the site every day

### Engage Fans, Friends and Followers

- Be authentic and friendly with all of your posts and comments
- Respond to all comments and questions professionally
- Provide value by sharing relevant content such as articles, news and products that tie into Arbonne
- Share engaging images and videos as this content is more likely to be pushed into users' newsfeeds
- Go to [www.facebook.com/pages/create](http://www.facebook.com/pages/create) and select company, organisation or institution as your business page category to create a Facebook business page to compliantly share content with an audience beyond your personal friends and to link to your personal Arbonne replicated website



# Activate Your Social Media Presence on the Right Platforms for Your Business

## Instagram

Currently the fastest growing social media platform with a highly engaged global audience of 400 million active users.

### Engage Fans, Friends and Followers

- Download the Instagram app to get started
- Link back to your Arbonne business by putting the hyperlink to your Arbonne replicated website in your profile
- Share Arbonne products and the opportunity in a very visual way
- Use captions to share detailed product information or personal stories as well as to start a conversation
- Respond to and thank your followers directly
- Direct followers to your personal Arbonne replicated website from your profile to inspire shopping
- Tag your posts with #Arbonne to help more Arbonne fans and fellow Independent Consultants find you. Alternatively, use #ArbonneAussies or #ArbonneKiwis to be connected with your peers and to help the Corporate team find your posts.
- Use hashtags strategically to find and engage more users with your content

## Pinterest

70% of all social users go to Pinterest for shopping inspiration. Pinterest's advantage is that content has a longer lifespan than other social platforms.

- On average, each pin drives 2 site visits and 6 page views
- Each pin is re-pinned or shared an average of 10 times

### Engage Fans, Friends and Followers

- Discover and save creative content ideas
- Find and share relatable and interesting content to help build your feed
- Be detailed and engaging with captions on your pins
- Upload new pins that link back to content on your Arbonne replicated website
- Create a variety of boards by category such as skincare, makeup, nutrition or lifestyle

## Twitter

Great for sharing articles, starting conversations and staying up to date on news or trending topics

- Users are engaged and aware
- Best way to start and maintain one-on-one conversations with your followers

### Engage Fans, Friends and Followers

- Identify your audience's interests along with what they are already sharing to provide content that is targeted to meet their wants and needs
- Provide useful information such as links to content or videos to engage and inspire interest
- Share visually engaging, interesting pictures

- Recycle content such as news articles to ensure your followers have the chance to see your posts and stay engaged with the conversation
- Inform and educate without overselling the Arbonne product or opportunity
- Mix your content between product information, relevant news articles, and the business opportunity
- Reply to users and engage in conversations
- Include #Arbonne in your posts to make your content more discoverable
- Extend your reach by using trending hashtags such as #mondaymotivation or #throwbackthursday

## LinkedIn

This is the world's largest professional network with more than 433 million members in over 200 countries and territories.

- Professionals are signing up to join LinkedIn at a rate of more than 2 new members per second
- There are more than 40 million students and recent college graduates on LinkedIn, making this segment LinkedIn's fastest-growing demographic

### Engage Fans, Friends and Followers

- Make sure that your profile is 100% complete
- Clarify that you are an Arbonne Independent Consultant, not an Arbonne employee or a representative of the corporation
- Start building your LinkedIn network by uploading your online address book (from your email account) and connecting to people you know and trust
- As you build your connections, customise your requests with a friendly note and, if necessary, a reminder of where you met, who you met through, or what organisation you have in common
- LinkedIn Groups can help you form new connections — find school groups and reach out to your alumni, or find volunteer organisations and associations you belong to
- Share and comment on interesting status updates or articles
- Stay on your network's radar by updating your LinkedIn status regularly — what you're reading, working on, and more
- Support your online networking with a real human touch — set up calls, attend live events, and send letters to people you interact with on LinkedIn

For more information on how to be socially compliant or to access the Digital Toolkit to help you build engaging, compliant posts, visit <http://digitaltoolkit.arbonneinternational.com.au> or <http://digitaltoolkit.arbonne.co.nz>. For more information on creating and using compliant content, you can also visit The Source and search: BEST Social Media Guide.

Arbonne makes no promises or guarantees that any Independent Consultant will be financially successful as each Independent Consultant's results are dependent on his or her own skill and effort. You should not rely on the results of other Arbonne Independent Consultants as an indication of what you should expect to earn. Actual financial results of all Arbonne Independent Consultants for the preceding year are contained in Arbonne's Independent Consultant Compensation Summary (ICCS). You may view the Independent Consultant Compensation Summary on Arbonne's official website at [arbonne.com](http://arbonne.com) > Your Opportunity > Compensation > Compensation Summary.

