




Your Guide to Social Media



FOREVER



**TRADITIONAL METHODS
OF BUILDING A BUSINESS
ARE STILL IMPORTANT, BUT
SOCIAL MEDIA IS SIMPLY
ANOTHER PLATFORM THAT
ENABLES YOU TO DO THIS.**

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Your guide to social media

Social media has grown rapidly since 2004, and social networking websites – such as Facebook, Twitter, LinkedIn and Pinterest – are among some of the most popular sites on the internet. Social networking platforms can offer you, as a Forever Business Owner (FBO), the opportunity to communicate your business to a much wider audience, and therefore the chance to develop and grow your business further.

One of the key areas to consider is content. Your content will need to stand out in a growing crowd. Your goal should be to promote and share content that attaches credibility to you and your business.

Forever has produced both effective and compliant content for this purpose. Visit the Forever UK social media platforms for content you can instantly share with others.

SOCIAL MEDIA CONSUMER TRENDS PUBLISHED BY MARKETING WEEK¹ SHOWED THAT MORE THAN FOUR IN TEN SOCIAL MEDIA USERS PURCHASED AN ITEM AFTER SHARING OR LIKING IT ON FACEBOOK, TWITTER OR PINTEREST.



/ForeverUK



@OfficialForever



/forever-living-products-uk-ltd



/ForeverUK



/FLPUKltd



@ForeverUK



Whilst you are permitted to post content on social media sites, you must comply with these guidelines along with the social media policy and Forever's company policy. This will help you to understand how the platforms differ, what type of sharing is allowed, and what type of content may be reported and removed.

% of the population who use each network²

Facebook	71%
Twitter	23%
Pinterest	28%
LinkedIn	28%

% of users who have purchased something after 'sharing' or 'favouring' it on each network

Facebook	38%
Twitter	22%
Pinterest	29%



facebook

Facebook helps you connect with
the people in your life

**ACCORDING TO
STATISTICS FROM
FACEBOOK, POSTS
THAT INCLUDE A
PICTURE OR VIDEO
GENERATE
APPROXIMATELY
180%, 120% AND
100% MORE
ENGAGEMENT
RESPECTIVELY.⁷**

Facebook

Network marketing is unique to other businesses. You are promoting yourself as a person as well as the business model you use, but, in order to be seen as professional, it is a good idea to differentiate between your personal and professional profile.

To avoid being deleted by Facebook for misuse, we strongly suggest you set up your own Business Page.

Find out how at www.facebook.com/business/learn/set-up-facebook-page

The benefits



A wider reach

Your personal profile will only allow you to have a maximum of 5,000 contacts, which could become a problem as your business grows. Having a dedicated professional page allows you to have unlimited contacts, enabling you to achieve a much wider reach.



Better insight

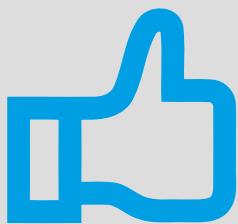
Facebook Insights is a handy tool for Business Page users and provides measurements on your page's performance (after thirty people have liked your page). This anonymous information allows you to learn about your audience, how people are engaging with your posts, and which posts have had the most impact on your following.



Building trust

Your Business Page can be linked with your online shop and your business opportunity website (if you have one). This will add to your credibility and gain the trust of your customers. Visit www.facebook.com/help/ for more information.

Why are likes important?



When somebody likes one of your posts, or even just your page, this will appear on the newsfeeds of all of their Facebook friends, thus generating more exposure for your brand.

Try gaining likes by linking all of your other social media platforms to Facebook. Another way of increasing exposure is by adding a button on your website that links directly to your Facebook page.

When should you post?



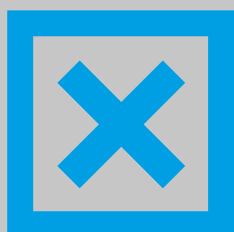
- + Engagement rates are **18% higher** on Thursdays and Fridays⁸.
- + **7am – 9am** to get the most engagement.
- + **1pm** to get the most shares.
- + **3pm** to get the most clicks.
- + **7pm – 9pm** for the most likes and comments.

How to use Facebook effectively:



- + Write shorter posts with links as these can generate 23% more interaction and click-throughs⁹.
- + Drive engagement by posting questions that encourage a call to action!
- + Share valuable content through engaging copy, images and videos.
- + Practice storytelling with each Facebook post.
- + Keep your posts interesting and relevant to timely / trending events.

What you should avoid:



- + Frequently circulated content and repeated posts.
- + Posts that contain the words 'like', 'comment', or 'share'.
- + Posts that solely push people to buy a product.
- + Posts that contain the words 'buy', 'competition', or 'win'.

USE ENGAGING COPY, IMAGES AND VIDEOS – SHARE VALUABLE CONTENT.



If you don't follow any of these tips, Facebook is likely to penalise your page by decreasing the number of followers that see each of your posts.



Twitter

The birth of Twitter in 2006 changed the way we use the internet. To the inexperienced, this social networking platform can appear both confusing and daunting, but Twitter is a powerful tool that provides anyone with internet access the opportunity to reach out in ways that used to be the preserve of large-scale corporations.

Setting up your account

Simply visit the website¹⁰ and create your own user profile by entering your name, email address and password in the 'sign up' box. Your profile should include a short blurb about who you are and what you do, and can also be personalised with a cover photo and profile picture if you wish.

If you are setting up an account purely to promote Forever's range of products or the business opportunity (rather than a personal account), consider what username (Twitter handle) to choose – make sure it sounds professional. You should also be mindful to represent yourself as an independent business in your own right.

Keep your account compliant by avoiding using trademarked names of Forever Living Products. This means you cannot use names such as @foreverfreedom or @foreverlivingproducts. Instead, choose something that is unique to you.

How to tweet

Twitter is all about raising awareness of the products or services you have to offer. Focus your posts on building a brand and imagine you are the community voice for your business.

TWITTER IS ALL ABOUT RAISING AWARENESS OF THE PRODUCTS OR SERVICES YOU HAVE TO OFFER. FOCUS YOUR POSTS ON BUILDING A BRAND AND IMAGINE YOU ARE THE COMMUNITY VOICE FOR YOUR BUSINESS.

What would entice you to read further?

The more engaging your tweets and interactions are, the more memorable they will be; this will have a greater impact on your target market.

Try to create a dialogue rather than simply making a statement. You can also include a hyperlink¹¹ within your tweet to direct user traffic towards your website or online shop.

¹⁰ www.twitter.com

¹¹ <https://bitly.com>

How do you develop a following?

When you first set up an account you will have no followers at all; the best way to change this is to start following people yourself.

Network with tweeters who are talking about topics that relate to your business. For example, type 'weight management' in the search box and a list of tweeters who are talking about this topic (who might be looking for companies with credible weight management programmes) will pop up. Add them to your network by following them or begin a conversation.

When you follow someone on Twitter, they will receive a notification that they have a new follower

with the option of reciprocating. The more relevant you are to them, the more likely they are to return the favour so be selective about who you choose to follow. Also, don't get disheartened if it takes a while for people to start following you.

Start tweeting well before you plan to host events or have large sales to give yourself a chance to build up your followers. Be encouraged if your posts are retweeted; this means you are sharing messages of value.

WHAT WE SAY AND HOW WE SAY IT IS BEING INCREASINGLY SCRUTINISED BY ORGANISATIONS RESPONSIBLE FOR MONITORING THE WORLD OF ADVERTISING.

Think before you tweet

When tweeting about products, it is vital that you think carefully about the words used and ensure you are compliant with Forever's advertising guidelines.

Any reference to ailments or conditions should be avoided, even if it is your own personal experience. We advise taking text from the most recent product brochure as this is compliant with current UK and EU laws.

Remember: nothing will ever replace the credibility of personal recommendation carried out face-to-face. Twitter is just another tool that enables you to create interest, which can then be maximised upon in person.



The best times to post:

- + **5pm** for the highest retweets.
- + **12pm** and **6pm** for click-throughs.
- + During relative seasons, events and holidays.

ACCORDING TO TWITTER, USERS ARE 181% MORE LIKELY TO BE ON TWITTER DURING THEIR COMMUTE. THEY'RE ALSO 119% MORE LIKELY TO USE TWITTER DURING SCHOOL OR WORK HOURS.¹²

¹² <https://blog.bufferapp.com/10-new-twitter-stats-twitter-statistics-to-help-you-reach-your-followers>

LinkedIn

LinkedIn is a live, global and interactive version of your CV; a platform for you to showcase your skills and professional achievements.

But there is the potential to achieve so much more than this; from meeting like-minded individuals and building your network of contacts, to setting up discussion groups, and even finding your next team member.



Setting up your account

Sign up¹³ and complete your personal profile page. Just like your CV, this should be filled with your work experience to date, as well as any educational background you feel is still relevant (i.e. there won't be many people interested in which primary school you went to).

You should also include an appropriate photo of yourself, remembering that LinkedIn is a professional networking platform and is more formal than the likes of Facebook and Twitter. You need to remember to be accurate and consistent in all of your networking efforts.

Once you have created a basic framework, you can then build a more comprehensive profile, including a paragraph summarising your background and skills.

This gives you the opportunity to briefly explain what direct selling is, and how you've built a business using the Forever model. This can be supported by adding videos, PDFs, presentations, links to websites and anything else you think might help inform people about who you are and what you do.

USE IT AS A PLACE TO GENERATE LEADS, BUT DO NOT SPAM PEOPLE ABOUT THE BUSINESS OPPORTUNITY.

Building a network

Building a network of contacts takes time. Begin by joining groups that are relevant to your interests or your business, and get involved with discussions that are posted. Make the first move and search for people who you would like to add to your network. Once you have started to invite people to connect, LinkedIn will then be able to suggest other people that you might be interested in adding. The more active you are in LinkedIn groups, the more contact requests you will generally receive.

From a recruitment perspective, LinkedIn can be complicated for direct sellers since you will want to

make contact with people who aren't necessarily currently involved in the same industry. Instead, use it as a place to generate leads, but do not spam people about the business opportunity.

Invite individuals to your network by clicking the 'connect' button and identifying how you know the person (colleague, classmate, 'we've done business together', friend, groups or other). You will then be given the opportunity to add a message to your request, and the person will be able to view your profile to decide whether they would like to accept you or not.

¹³ www.linkedin.com

Retail

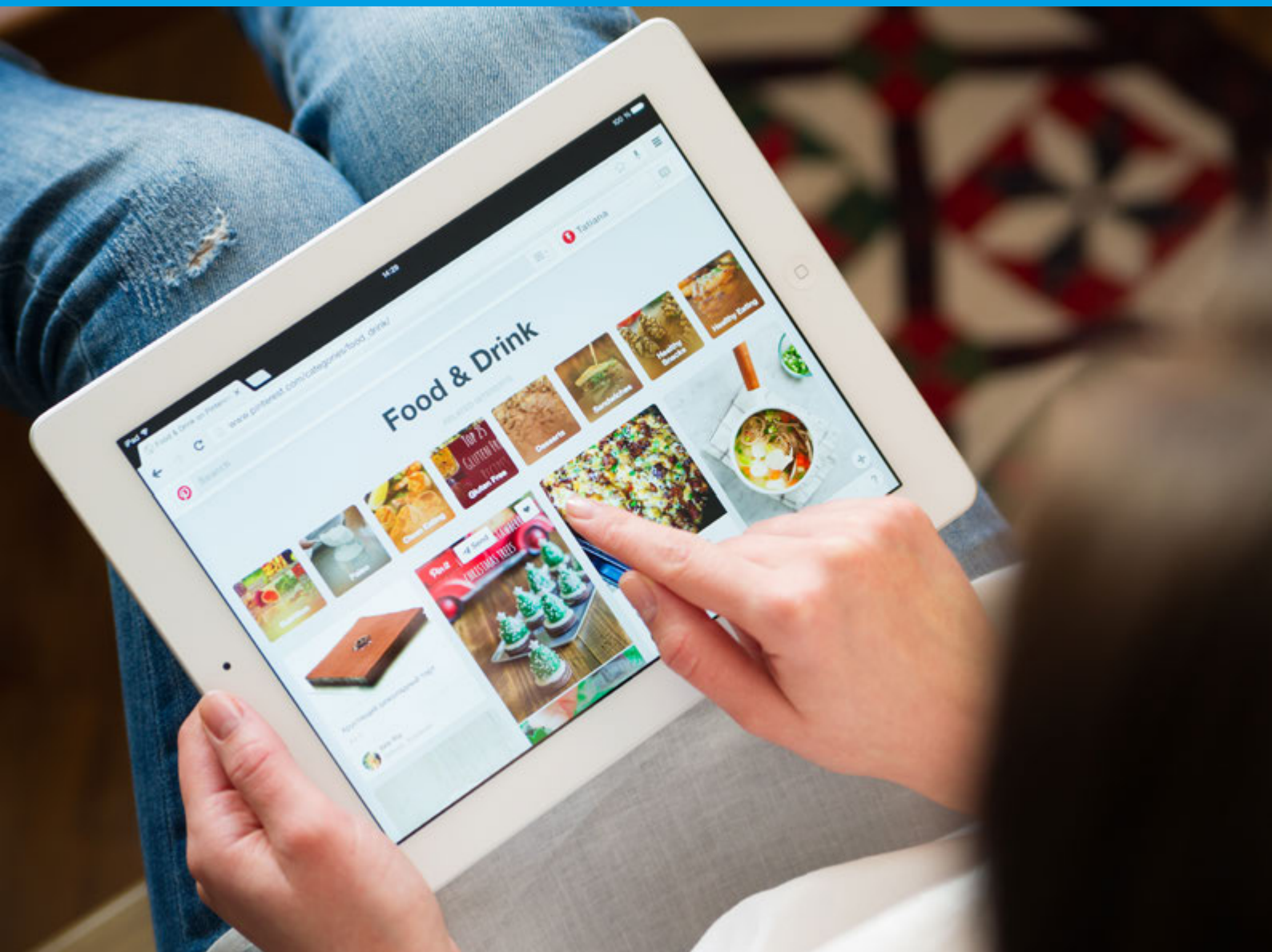
It is possible for you to post links to your online shop in open discussion groups on LinkedIn. However, the majority of these groups will have an administrator who monitors each post, only letting posts that they deem suitable to go live. For this reason LinkedIn is more suited to promoting the business opportunity rather than your retail business.

Upgrading your profile

The functions mentioned above are available with the most basic LinkedIn package, which is free for anybody to use. However, you can expand the functionality of your LinkedIn profile by upgrading to LinkedIn premium (subject to a monthly subscription fee). This allows you access to additional features, such as the ability to send an InMail to anyone – something that would only usually be possible for people within your network. However, for network marketers like you, meeting people face-to-face through Business Presentations, one-to-ones and other events is a far more powerful way of building your business.



**LINKEDIN IS MORE
SUITED TO PROMOTING
THE BUSINESS
OPPORTUNITY RATHER
THAN YOUR RETAIL
BUSINESS.**



Pinterest

Pinterest is like any other social media platform in that you can follow individuals and share your likes and ideas with your followers. But it has its own unique twist.

Usually, when you see something you like online that you want to remember or record, what do you do? Email it to yourself? Print it out and put it in a binder? Bookmark it on your computer? Like an online dream board, Pinterest provides a simple way to collect all of the great things you find online – from clothes and recipes, gift ideas and inspirational news articles to

exercises and business ideas – all in one convenient place. You can 'pin' things online, just as you would pin them on a real life notice board. Plus, you can follow friends on Pinterest and 'repin' things that they have already pinned, or browse a live feed of items that are being pinned by other people when you're searching for inspiration.

Setting up your account

The first thing you need to do is sign up for a Pinterest account¹⁴ and install the 'Pin It' button onto your browser toolbar. This button allows you to pin anything you see online. To install, log on to your Pinterest account and hover above 'About' (top right corner), click on the 'Pin It' button and follow the directions to drag the button into your toolbar.

What do you pin?

Everyone uses it for different things, from sharing photos you've taken at Forever events, to saving articles that you want to reference later. Pinterest can easily be whatever you want it to be.

As you start pinning, you can create 'boards' to fit in with your own interests or your business. The more you pin, the better your boards will become, and the better your account will look.

The 'Repin' function

Once you start to follow people you will have a customised feed showing what they are pinning. You can repin something posted by someone you are following by hovering over their pin in the feed and clicking on the 'Repin' button. This will add it to one of your boards.

**CREATE BOARDS
THAT HIGHLIGHT
YOUR BEST
SELLING
PRODUCTS
WHILE KEEPING
THEM DIVERSE
WITH RELATIVE
CONTENT.**

How to use Pinterest effectively:

- + Always upload a professional picture.
- + Name your boards and pins appropriately. This way people can find your boards and pins through Pinterest search.
- + Create boards that highlight your best selling products while keeping them diverse with relative content.
- + Paint a picture of your network marketing business and all it has to offer using boards (Chairman's Bonus cheques, events, incentives etc.).
- + Remember to keep your pins diverse, don't just promote your products and business.
- + Make sure you add a link to product pins to make it easy for people to visit your retail shop when they see something they like.
- + Cross-promote everything by linking up your Twitter and Facebook accounts with Pinterest.
- + Update regularly. If you neglect your account, people will soon lose interest. Pinterest is probably the simplest social media platform to use and keep up-to-date – make the most of it!

YouTube

The popularity of online video content continues to grow and an increasing number of businesses all over the world are incorporating it into their marketing strategy – including Forever.

Video is changing the way people view brands and Forever understands the importance of keeping up with this trend. Therefore we have been working on some exciting new projects that Forever Business Owners can utilise as marketing tools.

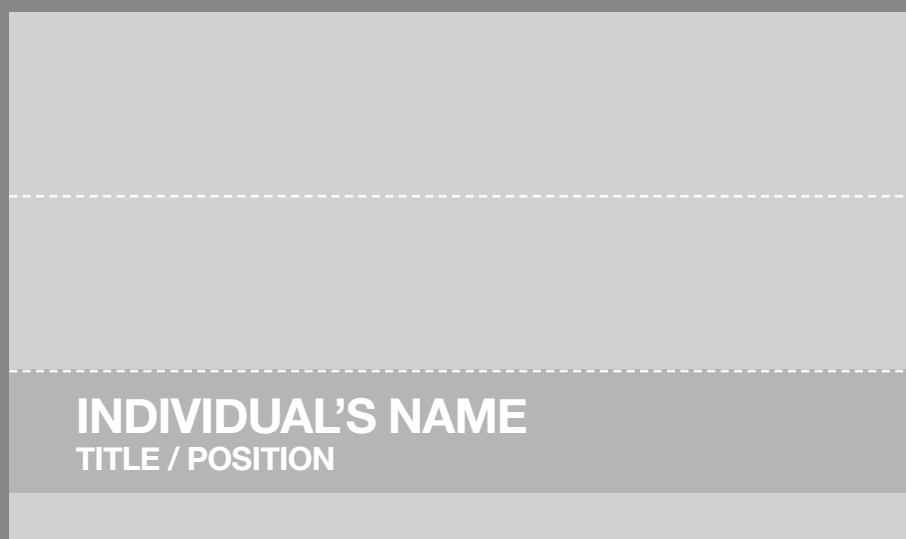
Although developments in technology now allow individuals to make and edit their own videos, home-made content does run the risk of being uncompliant. With this in mind, Forever creates high-quality, compliant and shareable video content for Forever Business Owners that also best represents our brand.



Video guidelines

If you do create your own, you must be aware of the following rules:

- + Your video cannot contain copyrighted material and must comply with the guidelines upheld by YouTube¹⁵, Vimeo¹⁶ and Facebook¹⁷. As independent Forever Business Owners, Forever UK cannot be held responsible for any breach of copyright laws.
- + All videos must use the logos that are provided for FBOs via foreverknowledge.info (feathered eagle).
- + You must state on videos that you are a Forever Business Owner.
- + Videos should follow the two-tier lower-thirds rule. For example the individual's name appears on the first line and then the person's title / position will appear on the second line. See below:



- + Not all videos will require the use of lower thirds. However, a perfect example would be in an interview scenario or if someone is explaining products (such as speakers at a Business Presentation). Refer to the Head Office example at www.youtube.com/watch?v=q17i5-PD1uc for more information.

¹⁵ www.youtube.com/t/community_guidelines

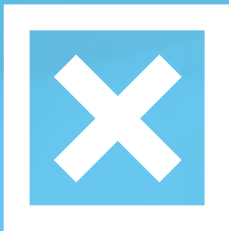
¹⁶ <https://vimeo.com/help/guidelines>

¹⁷ <https://www.facebook.com/help>



Editing tips:

- + Placing hours of video content online is not always the most effective way to engage an audience.
- + Shorter videos tend to do better since the average online attention span is 2-4 minutes. This is the optimum video length.
- + However, you must adapt the length to suit the purpose of the video. If you are delivering content relating to the Marketing Plan to a potential prospect, you may require a longer video. We suggest a 10-15 minute video in this case.



Recording tips:

- + Avoid using fast pans and large zooms. When these are compressed for online delivery these will typically result in "digital blocking". This can often be recognised as extreme pixilation.
- + Having a good audio set up is imperative. Audio is where the majority of videos will lose their audience. If possible, try and use an external microphone and do not use internal / camera microphones. Putting a clip microphone on your speakers will achieve the best results.

Quick tips



Regularly check your social media platforms for interactions

This includes messages, comments, friend requests, questions or tags aimed at you. The faster you respond to these, the better; it demonstrates you are proactive and organised, giving your business credibility and building trust with customers and prospects.



Engage with others: it's not all about you

Make sure you are regularly appearing in your followers' news feeds by updating your status on a daily basis. Keep your updates interesting and topical. It does not necessarily need to directly relate to your business, but it should be something that most of your followers would care about. Avoid incessantly posting about what you have eaten that day, or vague posts about how annoyed you are with someone else.

Avoid boasting about your work and instead interact with others, congratulate them on their achievements and ask questions.



Be compliant

If you want to continue to promote your business through social media, you simply must remain compliant. Follow our lead – share Forever's videos and posts and only use product brochure text when describing the products.



Offline marketing

Drive more people to your site and generate more followers and friends by promoting your social media presence offline too. Include your Twitter handle and Facebook page on any literature you distribute. This includes business cards, flyers and any correspondence you send out such as letters and emails.



Say it with pictures

Social media users respond more to images and videos than they do text. To ensure your posts have an instant impact, upload or share photos and videos from Forever events or product launches.

If you are a subscriber to foreverknowledge.info you will have access to high resolution images from all of our Success Express events as well as product-related images and logos. You are required to use high-resolution images when posting about Forever's products or services.

Glossary

Social media

“SOFTWARE TOOLS THAT ALLOW GROUPS TO GENERATE CONTENT AND ENGAGE IN PEER-TO-PEER CONVERSATIONS AND EXCHANGE OF CONTENT (EXAMPLES ARE YOUTUBE, FLICKR, FACEBOOK, MYSPACE ETC).” – BOTTLE PR

Twitter jargon buster

Hashtag

The word ‘hashtag’ refers to a system that allows Twitter to group or link individual posts by topic. This involves using the # symbol next to a key word, or group of words, which then links all posts containing this hashtag. To get an idea of how this works, take a look at the hashtag we used for the Success Express, by typing #SuccessDay into the search bar. Note that spaces are omitted where more than one word is used in a hashtag.

Twitter handle

Your username is sometimes referred to as a ‘Twitter handle’. This is simply the name you have chosen for yourself and should have the @ symbol in front of it. If you’d like to tweet directly at somebody to start a conversation, begin your tweet with their handle. For example: @OfficialForever

Trending

If a hashtag has generated a lot of interest it will become a trending topic. These are displayed on the lower left-hand side of your Twitter page. By clicking on a trending topic, you can see all of the tweets that include that particular hashtag. You can even choose whether you want to see topics that are trending worldwide, countrywide or in specific areas.

RT

RT stands for ‘retweet’. A retweet is someone else’s tweet that you’ve chosen to share with all of your followers. To do this, simply click the retweet button on the tweet you’d like to share. It can also be done manually by copying and pasting the post you’d like to share, and adding ‘RT’ and the person’s Twitter handle.



+ The retweet symbol

For more information on how to maximise your Twitter potential, visit the Twitter help centre: <https://support.twitter.com/>

Twitter tips

- + Think of your tweet as an article headline.
- + The more engaging your tweets are, the more memorable they will be.
- + Utilise Hashtags in your tweets for a wider reach.
- + Try posting really short tweets that invoke interest.

LinkedIn jargon buster

Connections

Connections are the people you have in your contact list on LinkedIn. You will be able to send messages to these people and view their full profile (and vice versa).

Second-degree connections

Second-degree connections are the people who are connected to the people you are connected to. For example, your friend’s work colleagues might be second-degree connections to you.

Third-degree connections

Third-degree connections are the people who are connected to your second-degree connections.

Introductions

Introductions are when a third party introduces people who weren't previously connected. For example, a friend or family member might know someone who would be interested in joining your business, and could introduce you to them by 'sharing' their profile with you, or vice versa.

Profile page

A profile page is your personal LinkedIn page which contains information about you and your career to date. People who are connected to you (or who have an upgraded account with LinkedIn) can see your work history, your education, your skills and expertise and any groups and associations you are in. Members outside of your network can only see a shortened profile without your name. However, you can change your settings so that anyone can view your profile if you wish.

Recommendations

You can invite your connections to write personal testimonials about you which will then appear on your profile page. These are known as recommendations. This is a great way of boosting your profile and demonstrating that your business is genuine.

For more details on the above, visit the LinkedIn help centre: <http://help.linkedin.com/>

LinkedIn tips

- + Leverage groups and posts or start your own (ask and answer questions in groups).
- + Think global – domestic searching can limit your potential.
- + LinkedIn status updates should focus on quality content.
- + Be willing to share different content which is above and beyond your industry.
- + You can easily search for and find groups in your local geographic area or groups that are simply within your niche, i.e. network marketing, home business etc.

Pinterest jargon buster

Pins

Pins are like little bookmarks. Whenever you find something on the web that you want to keep, add it to Pinterest. Your newly-pinned pin will be here whenever you need it, and will always link back to the site it came from.

Boards

Boards are where you organise your pins, and you get to decide what they're all about. Set up group boards to share ideas and plan stuff with your friends. You can even make a secret board – perfect for gift ideas or other things you want to keep private.

Following

Follow people and boards to have their latest pins appear on your home feed. You can follow all of someone's boards, or just the ones you like best.

Home feed

Your home feed is where you'll find all sorts of new and inspiring things to add to your own boards. As people pin new items, they will appear in your home feed.

'Pin It' button

You can quickly pin things you find around the web by adding this handy, one-click button to your browser.

For more details on the above, visit the Pinterest help centre: <https://help.pinterest.com/en/guide/all-about-pinterest>



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