

How & Why You Should Be Using Social Media

CONNECT WITH USANA



social media@

FOLLOW THE LEADER



Pinterest is a place to discover and share the most interesting, helpful, and creative content on the Internet by “pinning” items to your “board.”

- Don't try to sell USANA product. Instead, demonstrate the USANA lifestyle through healthy recipes, activities, and stories.
- Find creative ways for people to ask about USANA by implementing USANA products into the material you personally upload.
- The more visual you are, the better. The most successful Associates pin image- and colour-heavy items to their board.



Signing up for Facebook—the most well-known and interactive social media website—is essential to an online presence.

- Don't update your status every day, all day. If you don't have anything new or valuable to post, resist the urge to share.
- Avoid acting like a USANA billboard 24/7. It's the quickest way to get “hidden” from a newsfeed.
- Keep your audience in mind when posting updates.



Twitter is like Facebook with only status updates, and you “follow” instead of “friend” people.

- With only 140 characters available per tweet, make sure what you're sharing is valuable *and* concise.
- Acknowledge and respond to your Twitter followers when they interact with you.
- Be lighthearted and personable with your tweets. Twitter's known for being more informal, so have fun with it!



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