

Find what works for you!

# SOCIAL MEDIA AND YOUR

Written by Nick Peterson @UwannaUSANA

When it comes to your online business presence, quality outranks quantity. Pick one (or maybe two) social media outlets to help you execute your business plan effectively. And regardless of which one you choose, be sure to personalize it so your followers hear your story.



**Facebook** (facebook.com/USANAhealthsciences)

**Who should use it:** Associates in need of a one-stop social media shop.

**What to share:** Thoughts, pictures, links, and events.

**Do:** Keep it fun and interesting. Fill your friends' newsfeeds with a good mix of humor, business, and personal inspiration.

**Don't:** Over share. It's the first step to being ostracized from your network. Post 3–4 times per week.

**Fun Fact:** 864 million daily active Facebook users.

**USANA Facebook:** Our "What is USANA?" post was shared 1,048 times in 2014.



**Twitter**  
(@USANAinc)

**Who should use it:**

The witty Associate who knows how to keep messages meaningful and brief.

**What to share:**

Thoughts, links, health news, applicable trending topics, and hashtags.

**Do:**

Keep it consistent.  
Post regularly.

**Don't:**

Get into the daily details. Twitter is more informal and fun. Keep your USANA tweets humorous and informative.

**Fun Fact:**

The average time per month a user spends on Twitter is 170 minutes.

**USANA Twitter:**

The USANA Twitter account (@USANAinc) has tweeted more than 17,000 times.



**Instagram** (@USANAinc)

**Who should use it:** The creative kids who have a knack for snapping eye-catching photos.

**What to share:** Photos that represent your #USANAlifestyle.

**Do:** Let your photos speak for themselves. A user should be able to immediately see that you live a life of true health without the constraints of a typical desk job.

**Don't:** Get too repetitive—especially with USANA. Be clever about the way you incorporate USANA into your photos.

**Fun Fact:** 70 million photos shared on average per day.

**USANA Instagram:** So far, there have been 40,000+ photos tagged with the #USANAlifestyle hashtag.





# USANA BUSINESS



**Pinterest** (@USANAinc)

**Who should use it:** The Associate with a knack for creativity and design who loves to share helpful, easy-to-follow tips.

**What to share:** Recipes, motivational sayings, DIY projects.

**Do:** Create a variety of boards specific to what you're pinning. Instead of having one "USANA" board, create multiple ones that relate to your business like "Self Improvement," "Heart Health," or "Weight Loss."

**Don't:** Only pin USANA products or projects. Expand your brand by creating boards that spark interest from other users and highlight your personality.

**Fun Fact:** 80 percent of Pinterest users are women.

**USANA Pinterest:** The USANA Pinterest site garners an average of 20,000 views per month.



**LinkedIn** (search USANA Health Sciences)

**Who should use it:** The savvy business professional looking to build a career-focused online presence.

**What to share:** Personal and professional skills, work experience, career professional skills, work experience, career achievements, and personal development tips.

**Do:** Work to build your network and make meaningful connections. That way, when you share a rank advancement or earn a check, hundreds of people will see that you're running a professional business that provides a return on investment.

**Don't:** Oversell yourself. Be honest about the business that you're in and what you've accomplished.

**Fun Fact:** Your LinkedIn profile is 11 times more likely to be viewed if you include a profile photo.

**USANA LinkedIn:** USANA added 4,235 new LinkedIn followers in 2014.

## # Don't Forget:

USANA has an award-winning blog called

*What's Up, USANA?*

and our team generates massive amounts of content that covers everything from extraordinary Associate accomplishments to valuable health and wellness tips. We make sure to share this information through all our social media channels...and so should you! Because clicking that "share" button is a quick and convenient way to spread USANA-approved content so you can keep your focus on building a solid business.

## Sources

<http://expandedramblings.com/index.php/by-the-numbers-17-amazing-facebook-stats/>

<http://expandedramblings.com/index.php/by-the-numbers-a-few-important-linkedin-stats/>

<http://expandedramblings.com/index.php/march-2013-by-the-numbers-a-few-amazing-twitter-stats/>

<http://expandedramblings.com/index.php/pinterest-stats/>