



# 5

# Steps to Social Media Success

USANA Health Sciences  
2015

## Your Influence is Powerful

You possess great influence. Influence is power on social media. Incorporate these five steps into your daily routine and you will create stronger relationships and produce greater engagement with your social — and real life — audiences.

# SOCIAL MEDIA

LIVE IT, LOVE IT, SHARE IT

# 1

## Commit to 20 Minutes a Day — Every Day

Flat out: *Social media takes work.* We believe 20 minutes a day is sufficient to strengthen existing relationships and create new ones.

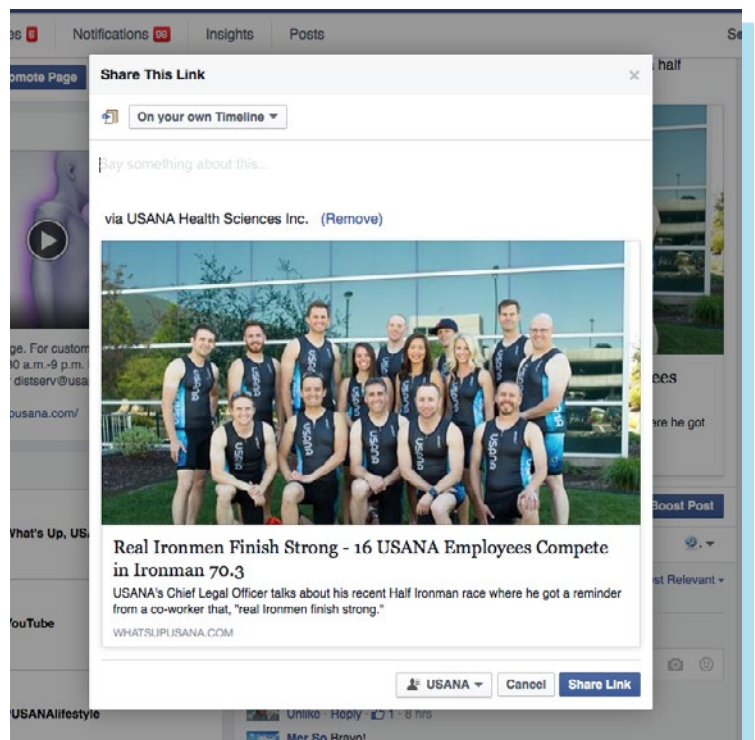


Post original content ▲

Here is what we recommend you do on Facebook during those 20 minutes each day.

- 1. Comment on or like posts in which you have been tagged or mentioned.**
- 2. Like/comment on 5-10 additional posts from the previous 24 hours.**
- 3. Post one piece of original content.**
- 4. Share one piece of USANA content.**
- 5. Wish friends a happy birthday.**

### Share USANA content ▼



# 2

## Take Photos Everywhere You Go



Photos (and videos) are high-value currency on social media. We encourage you to post photos often from events you attend and when you are meeting with potential customers or current teammates. The key here is you don't have to post them immediately (but post them as quickly as possible). Here are some tips to help.

- **Think of lifestyle photos that would get people talking. Show off your personal passions/hobbies. Spark conversations related to your day-to-day activities.**
- **Group photos with teammates are excellent recognition pieces. Remember to tag individual team members in your photos.**
- **Snap photos to post later. It can be hectic at events or you might be somewhere without Wi-Fi access. Take a few photos and save them to post when you have time (ideally within a few hours).**

**Ng Keng Hean**  
April 15 at 3:21am · Instagram · Edited · 🌐

Dr Wentz thanking top performers at the Share-the-Vision reception that kicks off the Asia Pacific Convention. There is just so much enthusiasm in taking a photograph with Dr Wentz...for many, it is the highlight of the entire event. #USANAAPC15



Unlike · Comment · Share

👍 You, Gina Bresciani, Myrna Widlend, James Bramble and 164 others like this.

🔗 4 shares

**Dan Macuga**  
May 9 at 7:30pm · 🌐

Attending the Best of State Awards dinner where USANA has received 5 medals!! Here's our own Mike King receiving one for the best Research & Development team in Utah!!! — at Salt Palace.



Unlike · Comment · Share

👍 You, [unreadable], [unreadable], [unreadable], [unreadable] and 98 others like this.

▲ Post from events ▶

# 3

## Make Personal Connections



Social media is not one-way communication. Post your own content but also interact and engage with your followers' content. Here are three ways to improve your social relationships.



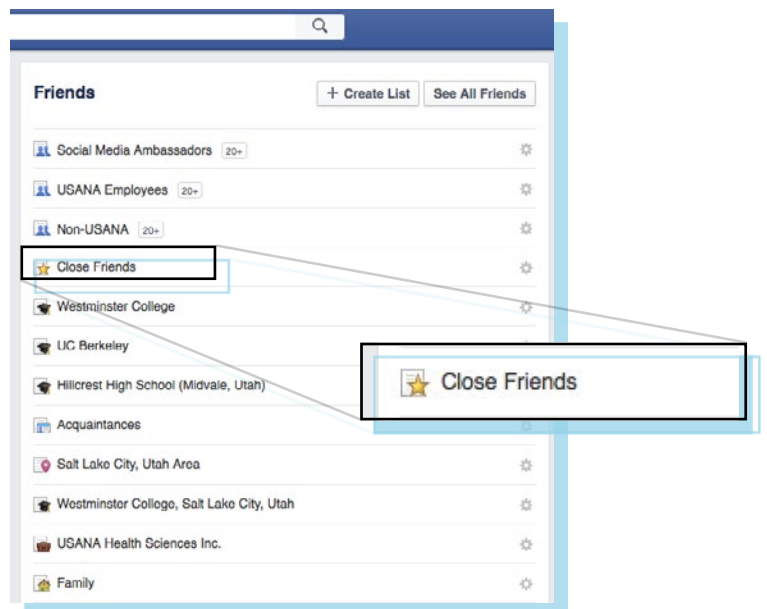
Be authentic ▲

Create custom lists ►

**1. Add key friends to your “Close Friends” list. That way, any time they post you will get notified and can respond quickly. Even more, think about creating custom Facebook and Twitter lists to better target your messaging.**

**2. Be authentic. The best part of you having personal social profiles is that they are personal – you are able to be yourself. Your followers want to know how you live the USANA lifestyle. Don't be afraid to open up and let them into your life.**

**3. Acknowledge successes. Post a note of congratulations on the timeline of teammates or friends who recently advanced.**



# 4

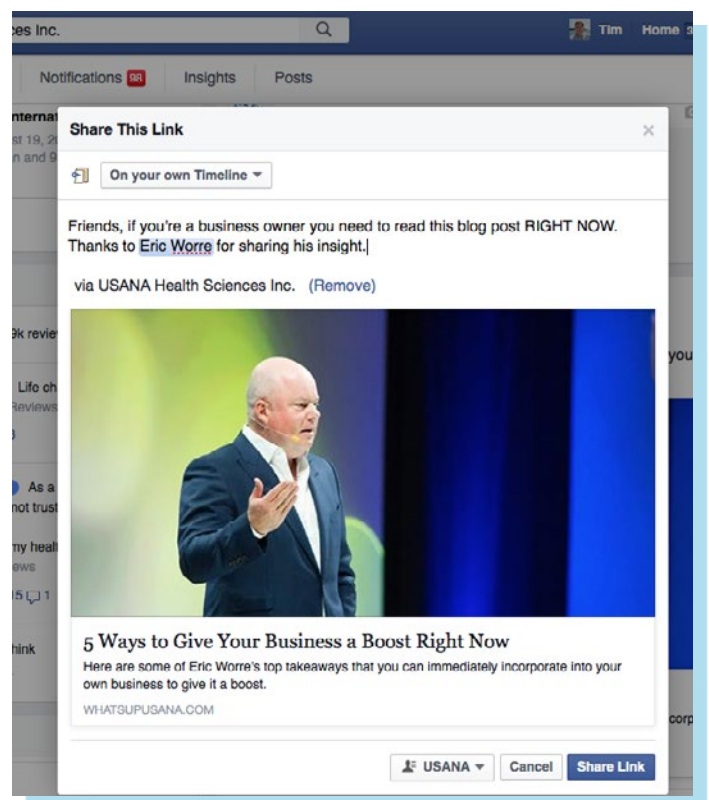
## Share USANA Content

We as USANA Health Sciences can encourage our audience to take action. But there is a definite psychology behind being more willing to do something a person tells you to do, rather than a company. Help extend our reach by sharing our information on your personal social profiles.

- **Share information USANA Health Sciences posts on its page or that @USANAinc tweets or Instagrams and add your own personal spin to it.**
- **Don't be afraid to encourage your friends to do something (i.e. "Share this blog post so your team can benefit from the valuable information!").**



Tell friends to do something ▲



Share our content ▲

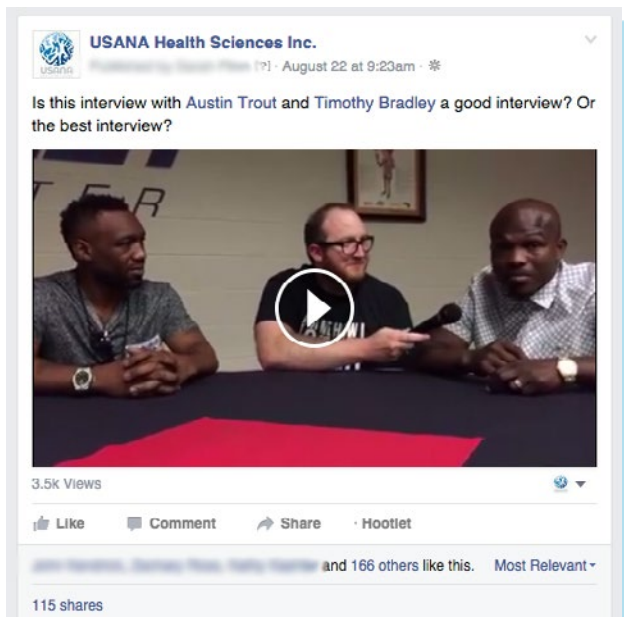
# 5

## Lead by Example

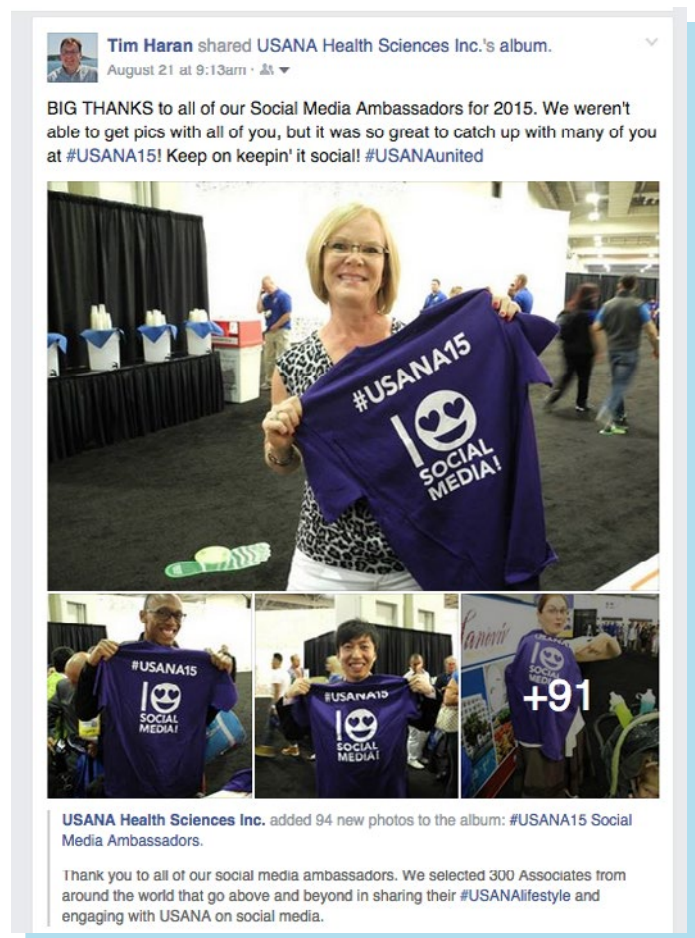


Your social audience will follow your lead. This goes back to the fact that you possess great influence. Be the person who holds your social audience accountable to take action.

- **Tell your audience *what* is important and *why* it is important.**
- **Be present. Post consistently and interact regularly.**



Say why it's important ▲



Be present ▲

## Final Thoughts

- Share information**
- Be human**
- Make mistakes**
- Learn from them**
- Have fun**
- Keep it social**



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