

THE FOUNDATIONS OF

social sharing





THE POWER OF *social media*

SOCIAL MEDIA is one of the most powerful, efficient, and effective forms of communication—if it's done correctly. It's where opinions of a company are formed and shared daily. Forging authentic connections through social media to grow your direct sales business can be tricky. However, effectively utilizing social media platforms as part of the core sales strategy for USANA products will be critical in its success.

social strategy

BY PLATFORM

Determine which platform will bring the most return for your specific brand.



FACEBOOK

"I like my HealthPak"

INSTAGRAM

*"Here's a photo of my HealthPak
#HealthPakTravels"*

TWITTER

"I am taking my HealthPak"

YOUTUBE

"Watch me taking my HealthPak"

LINKEDIN

*"My skills include remembering
to take my HealthPak"*

PINTEREST

*"Here's 10 ways my
HealthPak benefits me"*



FACEBOOK *STRATEGY:*

The hub of all your content. Facebook has 2 billion users. For businesses, Facebook is a place to communicate with your audience. You can share photos, updates, and general news with those who follow or “like” you. Fans of your business come to your Facebook page to find out what’s going on with USANA, see pictures, or explore events.



INSTAGRAM *STRATEGY:*

The hub of all your visual content. Instagram is the place to inspire your audience and build brand awareness through powerful visuals. You can expand your audience on Instagram with hashtags and geotags. Instagram is a natural lead funnel.

INSTAGRAM STORIES

Instagram Stories is a feature that allows temporary content users to post photos and videos that disappear after 24 hours. They are also interactive. You can add locations, stickers, and text. Since its inception in August 2016, Instagram Stories has become a useful tool to engage with people on Instagram. Stories can have a more organic feel than your Instagram feed and help you create a dynamic story.



TWITTER *STRATEGY:*

The hub for your quick thoughts. Twitter is the place to generate traffic to your website and produce offers. You only have 280 characters a message. Twitter content has a short life span but is also a powerful tool to communicate with your audience. Use Twitter as a journalist tool to report, communicate, and inspire. Think of this as the place you share news.



PINTEREST *STRATEGY:*

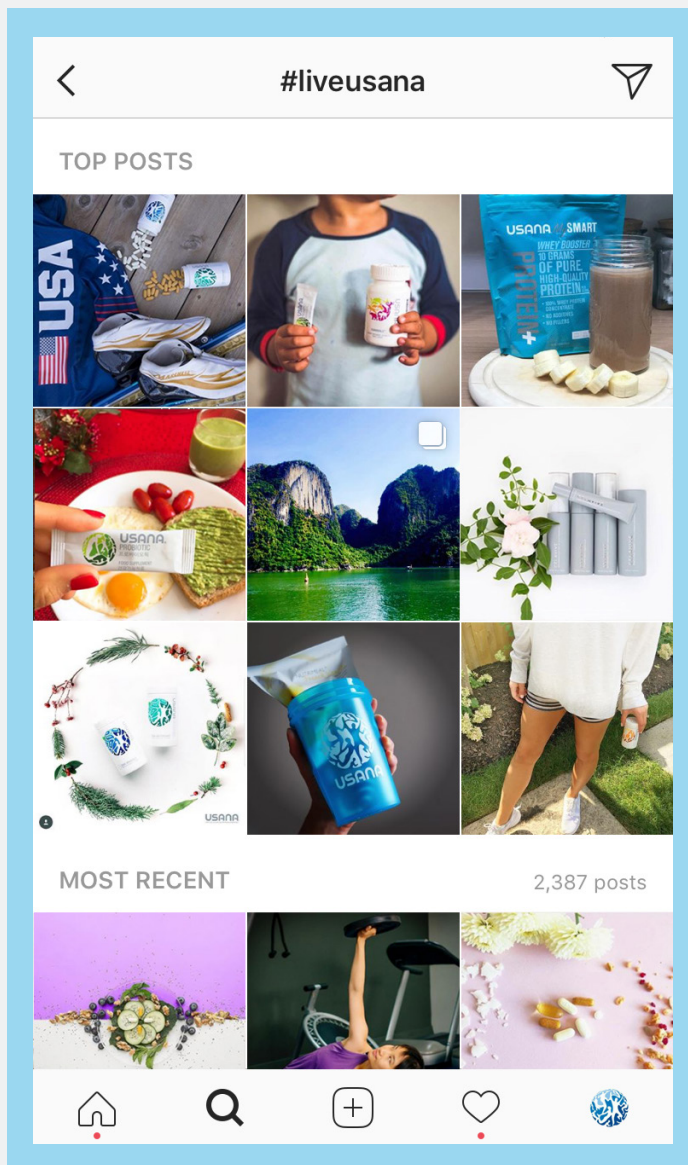
The hub for your visual library. Pinterest is a superficial platform, so every image you post has to be high quality and striking to stand out in your feed. Each board should have a category relating to different aspects of your business. Make it simple for your followers to find what they’re looking for.

5

foundational steps

TO BUILD A SOCIAL MEDIA BRAND

Match your social strategy to the audience you want to reach.

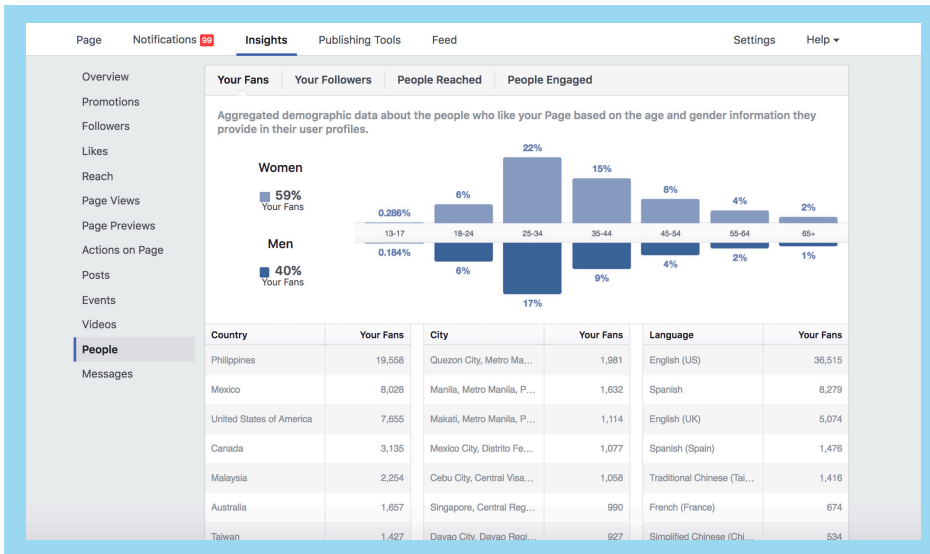


1 KNOW YOUR AUDIENCE

Before you can set any goals or begin crafting content, you must understand who your audience is. Go to each social network to research further.

INSTAGRAM

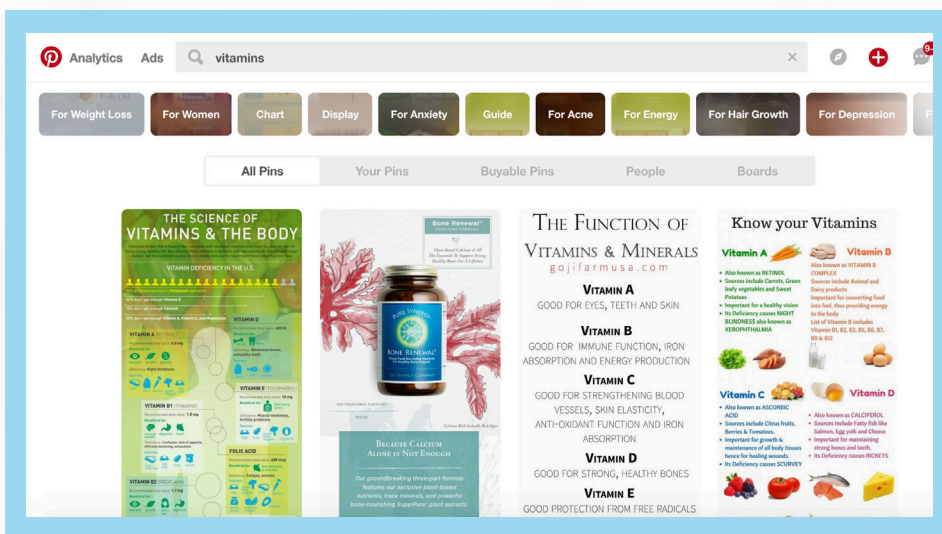
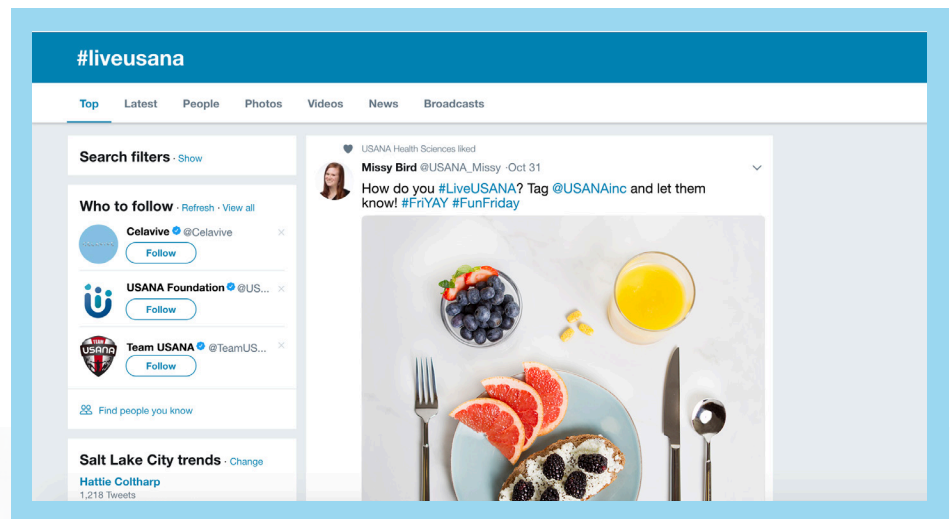
Use the hashtag hubs (top trending posts) to see what your audience is engaging with.



FACEBOOK

Use **Audience Insights**. Find out what fan pages your friends like, their location, activities, and even purchase decisions.

TWITTER
Use the hashtags on twitter based on your keywords.



PINTEREST

Research your industry to see what style is trending on specific boards.





2 CONTENT RULES ALL

PART 1:

Define your style. Color consistency and composition will help you nail your message. Everything must work harmoniously.

PART 2:

Develop a content strategy that includes compelling and strong written and visual content that appeals to your audience.

- Ideas for developing your own unique content: teach something new, share a tip, take them behind the scenes, entertain and delight.
- Curated content: find and share content from industry experts, advocates, and influencers.

PART 3:

Create a content calendar. A calendar allows you to create a balanced mix of different types of content.

- A content calendar gives you structure, but remember there must be quality in every post.
- Include your original posts, shares to reputable sources, and re-shares from accounts you love.

Rules for Content:

Remember, with USANA's latest social media policy update, you can now include calls to action and links to your personal website, and you may also promote your meetings and events (individual or corporate), products, and the business.

[Click here](#) for more information about USANA's distributor social media policy.

3

SET METRICS

Set goals to hit each week, month, and year. It's important to have a target to hit when creating a social brand.

- Focus on reach and engagement.



4 ENGAGE WITH YOUR AUDIENCE

Develop a community management strategy in which you keep the conversation going across platforms.



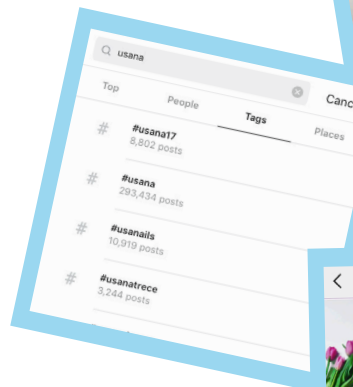
5 ADD VALUE

Always add value across all your platforms. Once you establish creditability and value, your audience will trust your brand. Once you establish yourself as an expert by creating meaningful content, you're on your way to building your customer base. People buy from people they know, like, and trust.

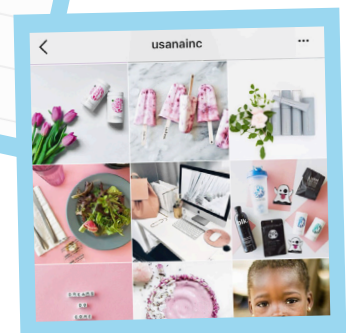
LIKE
Community



KNOW
Search



TRUST
Consistency



MOVING PAST *the basics*



HASHTAGS have become a key way to make content on social channels searchable, mainly on Instagram and Twitter. For social media users trying to grow their presence, hashtags can help you reach a broader audience.



GIVEAWAYS and contests create buzz and hype.



LIVE FUNCTIONS like Facebook Live and Instagram Live are great ways to drive traffic to a store or site, and can even help you grow your email list.



take action NOW IT'S YOUR TURN!

FOCUS ON TWO SOCIAL MEDIA CHANNELS

BUILD YOUR AUDIENCE

**CREATE AND DEVELOP A
WEEKLY CONTENT MIX**

2 POSTS
of your own
content adding
value

+

4 REPOSTS
of third party content
(*advocates, influencers,
customers, partners, fans*)

+

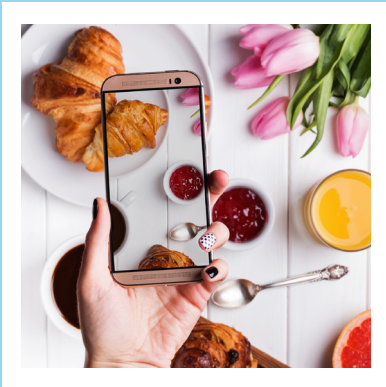
1 POST
focusing
on USANA
products

=

7 POSTS
(1 post each day)

social sharing

RECIPE FOR SUCCESS



①

CREATE INTEREST WITH YOUR POSTS

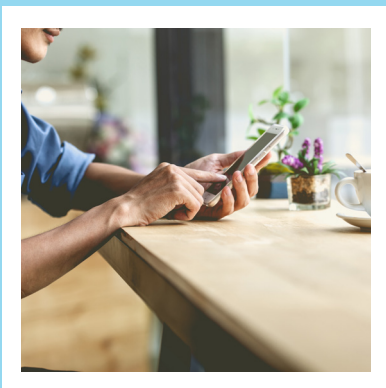
- Ask a compelling health and wellness question
- Share a third-party article: *Ask the Scientists* and *What's Up*, USANA?
- Share a Communication Edge shareable



②

CONVERT YOUR AUDIENCE WITH PRODUCT BENEFITS

- Share testimonials
- Share images and benefits of product



③

CAPTURE A LOYAL CUSTOMER

- Once interest is high, use the new shopping cart selling link
- Make the direct sale



USANA.com

FOLLOW US

 /usanahealthsciences

 @USANAinc

 @USANAinc

 /usana

 whatsupausana.com