
SOCIAL MEDIA CHECKLIST

MAKING THE MOST OF SOCIAL MEDIA FOR YOUR BUSINESS

DO

- Do have an attractive, well-lit profile picture of **you!**
- Do have a featured banner photo that is eye-catching and inspiring!
- Do actively work on connecting with others by reaching out to acquaintances and friends from long-lost parts of your life!
- Do complete the "About" section on your profile as much as possible, including your preferred contact information!
- Do set the privacy setting to "Public" for at least some if not all of your Facebook posts so non-friends can get a glimpse of who you are!
- Do post regularly on your profile about Juice Plus+ and your experience with it in ways that provoke curiosity, **not** saying the brand name or telling the whole story!
- Do post on your profile about the mission, opportunities, and community that the business offers!
- Do post "normal" posts not associated with Juice Plus+ or your business. Variety is the spice of life and you want to keep it real!
- Do use hashtags appropriately for the platform!
- Do like, comment, follow, and engage with others, bringing value to the conversations and creating a great reputation online and inspiring them to live healthy lives!
- Do offer free resources to others from www.HealthyLivingRevolution.com!
- Do reach out to people privately if you see that they are struggling with something that our products or business opportunity could help!
- Do take conversations about Juice Plus+ to a private message or a phone call instead of having a conversation that can be publicly viewed by others!

DO NOT

- Do not put Juice Plus+ all over your profile.
- Do not put negativity on your social media space.
- Have you posted extremely controversial subject matter? If so, are you okay with it staying on your profile, knowing that it may potentially cost you business? Delete or change the privacy settings if necessary.
- Do not give too much information so people could just Google their answers to their questions.
- Do not make or imply disease-specific health claims about Juice Plus+
- Do not make income claims about the Juice Plus+ business
- Do not say things like:
 - "Message me for more details!"
 - "I'm placing an order—does anyone need anything?"
 - ... or any other "salesy" phrases