

# FACEBOOK DO'S AND DON'TS

- ✓ Social Media posts alone will NOT build your Business.. Your interactions one-to-one do! SM posts trigger those conversations.
- ✓ You should be engaging w/10 people per week who you ALREADY know.
- ✓ Have a LEGIT REASON for friend'ing/following someone new!
- ✓ With some branding experience & fears aside, start focusing on ATTRACTION Mktg
- ✓ Don't aim to be heard/seen, aim to engage conversation & help.
- ✓ Offer something for FREE!! A checklist, a hybrid, a challenge, a how-to, etc. Build a list of emails.
- ✓ Gain trust, credibility & appreciation.

## Do's:

1. Engage/Inspire/Ask for opinions
2. Provide valuable, helpful content
3. BE ORIGINAL
4. Post 2-3x a day whenever possible
5. % of fitness posts should match approx. % of your followers that are into fitness. If 80% are into fitness, post 80% fitness.
6. Profile pages should be mostly text updates and not pictures, links or "shares" from another page (all get less traction from facebook)
7. Share your progress pics OFTEN
8. Tag People & Compliment OFTEN
9. Use smiley faces & positivity ☺!
10. ID problems/needs/wants/issues
11. Share your story & others' stories!
12. Start some, not all, posts with a question
13. End inbox messages with a question.
14. Follow Ups should be personal, not sales-focused
15. Give shout outs to your coaches & customers
16. Friend request at least 2 people per day that you ALREADY know & 1 request to someone you'd like to know (for a reason)
17. Inbox message people that have commented on the post if there's ANY opportunity to. Take conversations further.
18. Ask people to SHARE or TAG others
19. Do contests, polls, challenges on a post!
20. Analyze what gets likes and comments
21. When taking pics, clear your background or STAGE the pic if you can.
22. Delete pics and posts you've been tagged on which you do not want on your timeline

## Don'ts:

1. Don't expect NEW people you meet to engage with you DAILY.
2. Don't "share" if you're signed in on your fb profile page. Shares when signed in as your LIKE page are ok ☺
3. Don't **advertise** DVDs & ShakeO
4. Don't post just to get a post up!
5. Don't scroll the newsfeed (time sucker)
6. Don't post pics of you OR food unless the lighting is right ☺ Think Marketing!
7. Don't air dirty laundry
8. Don't post links, articles, or pics as much from a profile page... text status updates are best for traction.
9. Don't post and run! Create "activity" on the post immediately by tagging back and commeting back on comments. This brings your post (and your face) to more people's newsfeeds ☺
10. Don't just copy what someone else is doing
11. Don't post something important at a bad time of day (certain times of day have MUCH better traction on social media ..usually evening!)
12. Don't make blanket statements
13. If posting pics, don't over-do fonts, collage frames, and colors - Pics that are too busy
14. Don't inbox people from your phone; you need to be more thorough in those msg's

