

A GUIDE TO
SOCIAL MEDIA

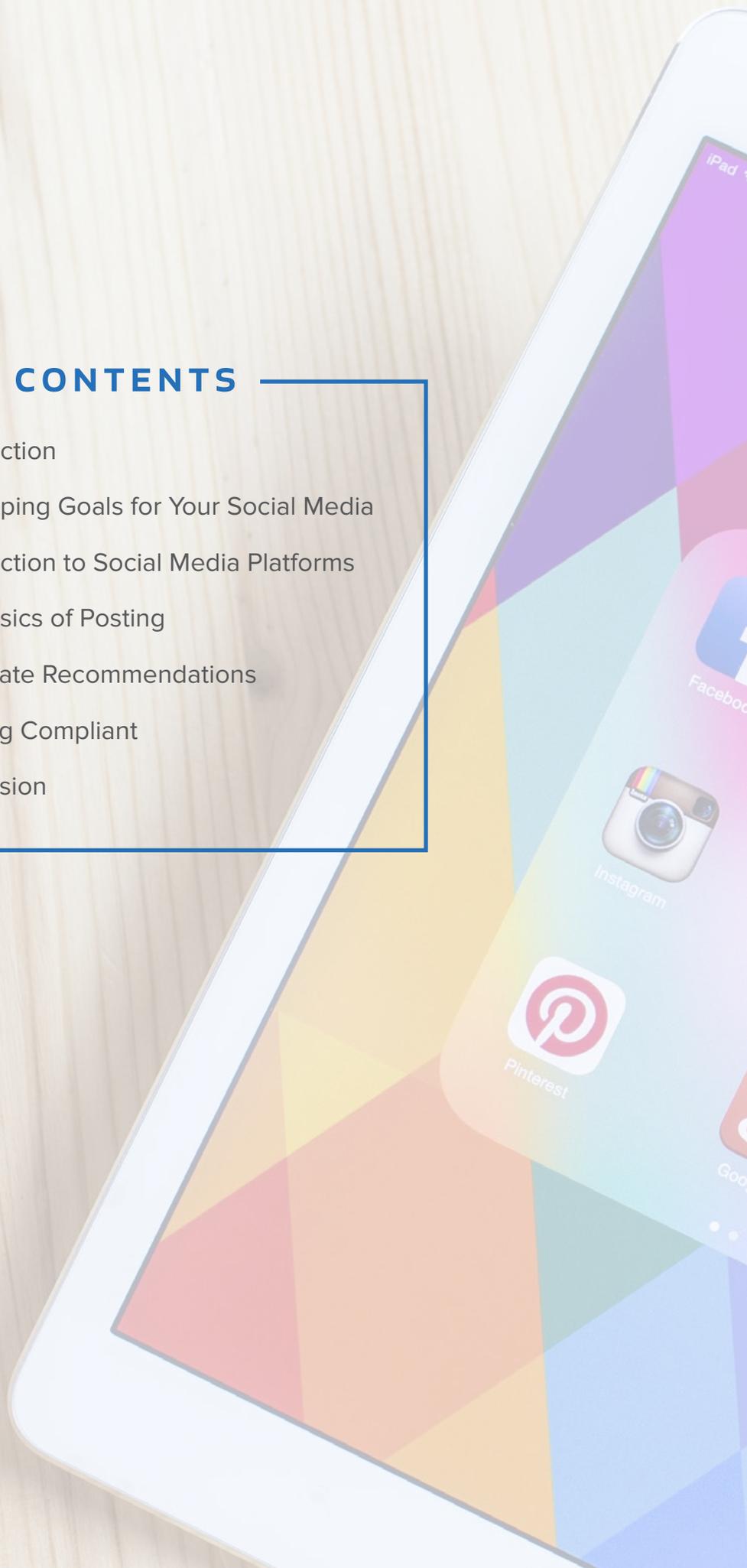
FOR

ASEA[®]
ASSOCIATES



CONTENTS

- 3** Introduction
- 4** Developing Goals for Your Social Media
- 6** Introduction to Social Media Platforms
- 8** The Basics of Posting
- 12** Corporate Recommendations
- 14** Keeping Compliant
- 15** Conclusion





ASEA ON SOCIAL MEDIA: WHY IT'S IMPORTANT

What if I told you had the ability to spread the word about your business to millions of people in a matter of seconds?

It may sound too good to be true, but it isn't. The potential to grow your business is limitless, especially with social media. The world is going digital, and your business should too.

As a global company, ASEA's reach extends beyond the walls of the corporate office. We sell products in 25 different countries, and we are working to expand our efforts even further. Social media helps us bridge geographical gaps and provide service to customers all over the world in real time.

ASEA's products are life-changing, and we truly believe that people need them in their lives. Social media helps us reach people that we normally wouldn't be able to. Social media increases our potential to change more lives, and it can do the same for your business.

In this guide, you'll learn how to take your business to the next level with social media. This step-by-step guide will:

- Introduce you to different social media platforms
- Show you how to use them for your business
- Help you create measurable social media goals
- Teach you the types of content that will work best for growing your downline
- Introduce you to social lead generation tools
- Help you increase your online credibility

Are you ready for your business to go viral?

71% of adult internet users use at least one social media website*

56% of internet users 65 years and older use social media*

70% of internet users visit their favorite social media website daily*

*www.pewinternet.org

REALISTIC

Setting unrealistic goals is not effective. Make sure that when you are setting goals you consider what you've been doing and what might be a reasonable improvement on that. Trying to grow your social following from 1,000 to 10,000 in a month is not very reasonable for most people. So, for this step, try to define what makes your goal realistic.

TIMELY

Set a deadline! If you want to increase your followers by 10% with consistent posting, how long can you expect that to take based on what you've been doing? Don't make this deadline too drawn out or you might procrastinate, and don't make it too short or you could be setting yourself up for failure. Hold yourself accountable for this deadline. Developing a countdown or telling someone about your goal can keep you on top of your efforts.

Once you have a basic understanding of each component, write the whole thing out, and keep these goals somewhere you can view them regularly. You may even consider setting up a chart like the one below to draft out your goals.

	GOAL 1	GOAL 2
Specific		
Measurable		
Attainable		
Realistic		
Timely		
Write it out		

Keep your goals somewhere you can view them regularly.

71% of users access their social media from a mobile device

93% of marketers use social media for business*

89% Customer testimonials have the highest effectiveness rating for content marketing**



INTRODUCTION TO SOCIAL MEDIA PLATFORMS

There are a lot of different social media platforms out there, but some are likely to get better results for your business than others.

Figuring out which networks to join may seem overwhelming at first, but when it comes to building your business, pick one or two platforms to start with, and practice your methods before jumping onto other platforms.



FACEBOOK

Facebook is the largest social network. You have the option to have personal, group, and business pages. All of these options can be used to grow your business when used appropriately. You can post photos, videos, links, and text posts. It's relatively easy to use, and with such a large population of the world using it, it's a great way to connect with potential customers. Recommended posting frequency for best results is up to twice per day.



TWITTER

Twitter is a microblogging platform. Posts are limited to 140 characters. Twitter is a great way to have real-time conversations with potential customers. You can upload photos and post links, but that does use up some of your characters. Recommended posting frequency is 3-5 times per day, no more than once per hour.



GOOGLE+

Google+ is an up-and-coming social network that also has significant search engine optimization implications. Posting photos, links, videos, and text posts on Google+ can help you appear in search results. While there aren't as many users here as there are on Facebook, a Google+ profile can help you gain visibility with Google's search engine. This platform also has excellent tools for live broadcasting and group chats, which can make connecting with your team and creating video content easier than ever. Recommended posting frequency is twice per day.

47% of Americans say Facebook is their #1 influencer of purchases*

1.3 Billion people using Facebook & 300 million people using LinkedIn**

170 minutes average user time spent on Twitter each month †

*www.JeffBullas.com
**www.WeAreSocial.net
†www.rocketpost.com



YOUTUBE

YouTube is a massive social networking website designed around uploading, sharing, and discussing videos. Personalized video content makes this a great place to explain who you are, what you do, and what you have to offer the world in an intimate format.



LINKEDIN

LinkedIn is a professional network. You can share images, links, text posts, as well as join discussions relevant to your industry, all in an effort to showcase your professional skills. Your profile is your resume, and you can connect with people on a more formal, professional level. Recommended posting frequency is once per day.



PINTEREST

Pinterest is one of the newest social networks gaining traction. It's a virtual bulletin board where you can collect and organize information, images, and ideas that you are passionate about. Pinterest is driven by strong visuals. Images are required. Recommended posting frequency is five times per day.



INSTAGRAM

Instagram is a photo-sharing platform. It's a great way to visually express your brand and connect with people who share interests similar to yours through the use of hashtags. While you can't post a link in the description of your photo, you can post a link in the bio section of your Instagram profile.

300 million monthly active users on Instagram*

300 hours of video are uploaded to YouTube every minute**

You can learn a lot about what your audience will respond to by watching the way other companies interact with it.

One of the easiest ways to become acquainted with social networks is by researching your competition to see what they are doing. Take note of how they interact with clients, potential clients, and even critics. Notice the types of content they are posting that get the most likes, comments, shares, pins, and retweets. You can also take a look at major brands to see how they use social media. You can learn a lot about what your audience will respond to by watching the way other companies interact with it.

This is just a brief introduction to a few of the most common social networks out there. If you have questions about how individual platforms work, or what particular tools each platform has to offer, refer to forums and help centers available online. Chances are someone has already asked the question you have and received a simple answer.

*Blog.Instagram.com
**www.YouTube.com/yt/press



THE BASICS OF POSTING

You're ready to start posting content! Now, this might feel a little overwhelming at first, but there are some simple rules and suggestions to make sure you get the most out of the effort you are putting in.

Let's start with the most fundamental rule of posting direct-sales related content on social media: Your approach online should mirror your approach in face-to-face conversations. Show, don't sell.

It's easy to get in the habit of posting your link every day and asking people if they want to order or start making money from home, but these efforts are usually a waste of time. Here's why: People online are skeptical by default. You have to prove that they can trust you. Posting a link does not earn that trust. Your role on social media is to be a friend and a resource for important information. There are millions of people and companies competing for the attention of your audience online. So what's going to set you apart? You are going to build a relationship with your audience.

Building relationships online comes from posting quality content. The types of content you post should do one of the following:

Amaze Excite Inform Open Minds Uplift

These different types of content will help you reach and interact with more people and help you lay the groundwork for acquainting them with your business. Let's look closer at each of these to give you a clear vision of how to implement these into your social media strategy.

AMAZE

Content that amazes leaves people thinking, "Whoa, is this true?" Before and after photos are a great way to amaze your followers. People love seeing real results, and they are usually curious about the products behind these photos.

You are going to build a relationship with your audience.

People online are skeptical by default. You have to prove that they can trust you.

15X more engagement on Instagram vs Facebook*

*<http://www.agorapulse.com/blog/>

EXCITE

Exciting content drives people to act. Next time you take a trip related to your business-driven success, post a photo and explain how you are where you are because of your business. Share your exciting moments of triumph. People are always looking for ways to live better; sometimes they just need to see that the lifestyle they dream about is possible.

INFORM

Informative content increases credibility. Instead of trying to sell the product, present the facts. Let the products' features speak for themselves. Tell people about the ways they can implement the product into their daily routines with ease and how their lives will be better when they do.

OPEN MINDS

Many people have never considered network marketing as a career path. Whether it is due to misinformation or lack of confidence in their abilities, you have the opportunity to change that through social media. Show people that what you do is unlike what they've heard. Help them understand why you are so passionate about your business.

UPLIFT

Uplifting content helps people connect with you on an emotional level. Post something that will make someone's day. Whether it's a motivational quote or an inspiring story about a sponsored athlete, you are completely capable of being the source of someone's good mood. That is a powerful influence.

Those examples should give you an idea of the types of content you should focus on. What's really going to help your business take off is combining those different types of content with a call to action.

A call to action can be as simple as, "*click here*," "*message me*," or "*like this photo*." Ultimately a call to action is a request for your audience to interact with you or your content. There are good and bad ways to incorporate calls to action into your social media posts. For instance, some calls to action are stronger than others in the sense that your audience may not be ready to complete the action you are requesting.

Here's an example

Think of your audience's social media experience like a trip to the mall. There are several different products to look at and several different stores they can visit. The first store the customer walks into, the cashier rushes towards them and says, "*Scarves on sale! Buy it now!*" Seems a bit aggressive, right? The customer just got there, and they haven't even had a chance to look around and acquaint themselves with everything. This approach would probably only work if the customer had been to the store several times and knew the cashier personally. In the next store, the new customer walks in, and after a few minutes the cashier says, "*Let me know if you have any questions. I am here to help.*" The second approach is much more subtle, and much more appropriate for a new customer.

Share your exciting moments of triumph.

What's really going to help your business take off is combining those different types of content with a call to action.

you are completely capable of being the source of someone's good mood.

Remember, you're trying to build trust and credibility, so you must know how to position your calls to action. To help, here's a breakdown of ways to engage your audience with different types of calls to action.

FIRST IS THE SOFT SELL

A soft sell is like the cashier in the second example. It's not a direct request; it's more of an offer. You're not trying to get someone to do something so much as you're trying to help them feel like they benefit from what you post. Examples of soft-sell content include motivational quotes, inspiring videos, comics, or team recognition. Soft sells help make your profiles look friendly and approachable, plus soft-sell content like motivational quotes are shareable! Coupling the shareable content with a call to action like, "Click like if you agree," draws them into the content further.

THE SECOND CONTENT TYPE IS A MEDIUM SELL

A medium sell introduces specific products or ideas to people who have only had brief introductions to them. Before and after pictures accompanied with a call to action like, "Click here to learn more about RENU 28," are a great example of a medium sells. Informational posts such as infographics or product facts are also great examples of medium sells.

THE THIRD CONTENT TYPE IS A HARD SELL

Hard sells have very clear cut calls to action and they usually have a very specific goal in mind. These types of posts are for people who know who you are, what you do and are interested in finding out more. Examples of these types of posts include invitations to join your team, information about the latest bonuses, and special prices on products. The calls to action are usually, "Visit my website to order" or "Click here for more details."

Soft sells help make your profiles look friendly and approachable.

Because social media is a public forum, people of all interest levels can find your content.

TYPE OF SELL	DESCRIPTION	CALL TO ACTION EXAMPLE
Soft Sell	Useful content that doesn't push a particular product.	"Click like if you agree."
Medium Sell	Content that introduces a product or idea to someone who may or may not be familiar with you or your brand.	"Click here to learn more."
Hard Sell	Content that requests a specific action and appeals to someone familiar with your product or brand.	"Order today!"

It might seem like hard sells are going to get you the most return, but in reality, a healthy social media community uses a combination of all of these content types.

Because social media is a public forum, people of all interest levels can find your content. If someone who has never heard of ASEA stumbles across your profile, you will want to make sure you are posting content that appeals to them.

You'll also want to post content that appeals to people who are actively asking questions about getting involved with the opportunity, as well as people who are already building their businesses. Try to shoot for an even distribution of soft sells and medium sells, and then occasionally sprinkle in a hard sell.

Now, let's talk briefly about the distinction between personal pages and business pages. Does the hard/medium/soft sell model work for personal pages? It can, but there are some things to consider. First: people who friended your personal page more than likely did so with the intention to see a more personal side of you. However, if they liked your business page, they are expecting to see business-related content. This doesn't mean that you shouldn't market yourself on your personal page; it just means that you don't want your business-related content to take control of your timeline. In fact, if you are using your personal page to market your business, experts recommend using 20% of your posts for content that contains a call to action (so hard/medium/soft sells) and 80% for interesting, personal, or sharable content (vacation pictures, interesting articles, family pictures). If only 20% of your posts are business related, you'll want to be incredibly strategic in what you post. Make sure you focus on the shareable types of content we discussed above.

Experts recommend using 20% of your posts for content that contains a call to action.

People who friended your personal page more than likely did so with the intention to see a more personal side of you.

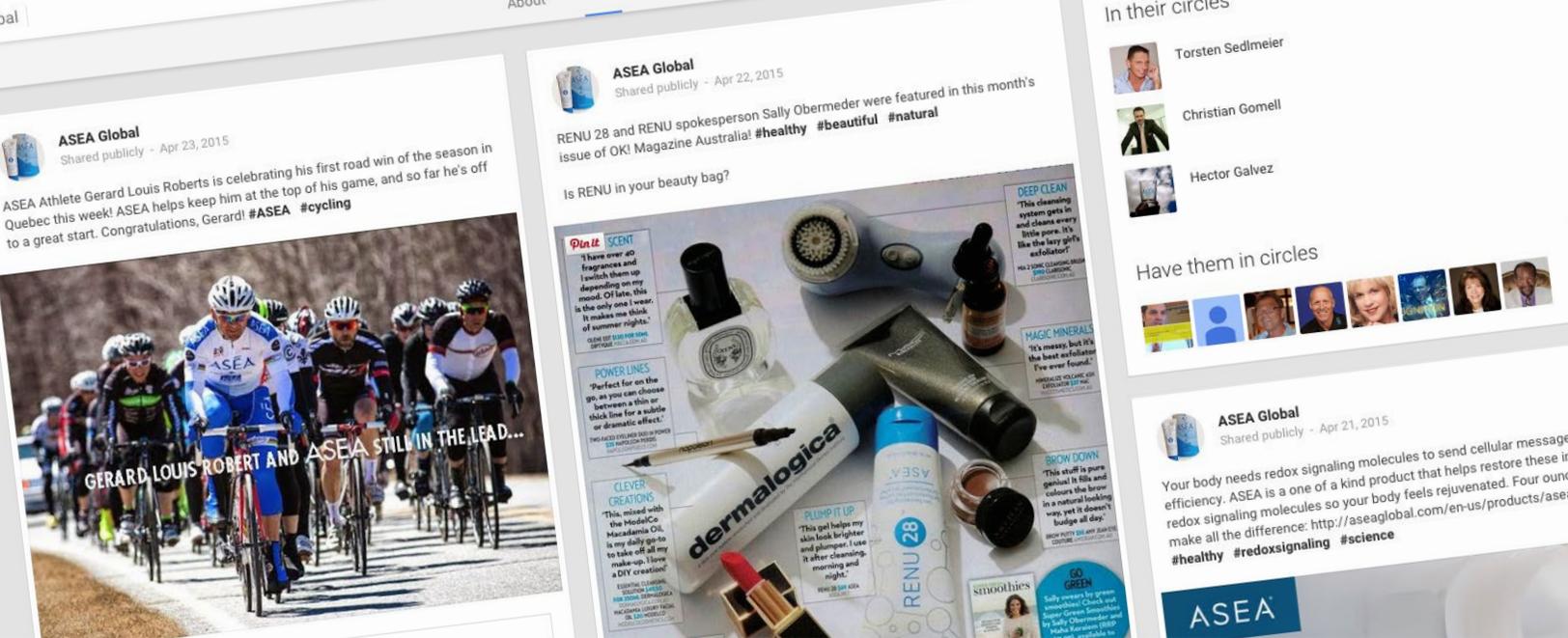
One of the benefits of using a business page is access to analytics. On most social platforms, business pages can review post performance, view demographic information, and see when optimal times for posting are. These insights are invaluable as you start testing different types of content. You can also create your business page and invite your friends to like that page, so they don't have to rely on your personal page for information regarding products or opportunities.

For your business profiles, create a posting schedule using the frequencies we shared in the platform introduction section. Here's an example of a simple posting schedule for a Facebook business page that uses the different selling types and follows the correct posting frequency of two times per day.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Soft Sell Quote	Medium Sell Before and After	Soft Sell Inspiring Video	Medium Sell Infographic	Soft Sell Participation Question	Hard Sell Giveaway	Medium Sell Product Video
Medium Sell Testimonial Video	Soft Sell Participation Question	Hard Sell Opportunity Meeting Info	Soft Sell Article	Medium Sell Blog about Redox	Soft Sell Quote	Soft Sell Trip picture

Notice that the majority of the content is made up of soft sells and medium sells. There are only two hard sells. Structuring your posts like this will help you get likes and shares. This approach can eventually translate into more fans liking your page, but you will still be promoting content relevant to your business.

Don't stress too much about getting it perfect the first time. The unique thing about social media is that you can continually test and modify your strategy. Try something, check your results, try something else and compare your results. You'll find out what works and what doesn't soon enough!



CORPORATE RECOMMENDATIONS

There are some basic tips and recommendations we have for any Associate who decides to use social media to grow their business.

WHENEVER POSSIBLE, SHARE CONTENT FROM OFFICIAL AND CREDIBLE SOURCES

We go to great lengths on our corporate Facebook page to post content that is relevant to the people who follow and friend your pages. We highly encourage you to share these pieces of content. Not only are they branded appropriately, they are compliant and designed by professionals.

IMAGES ARE A REFLECTION OF YOUR CREDIBILITY

Designing images for yourself is great! Just make sure that the images you produce are high quality and use imagery similar to what's on the corporate social pages. The long-term benefit is that your business looks and feels more credible. Low-quality images make your page look unprofessional and sloppy, and that's not the impression you want to give your audience.

THE WAY YOU RESPOND TO CRITICS SIGNIFICANTLY IMPACTS YOUR REPUTATION

With all the interested prospects you'll meet on social media, you'll also meet people who are skeptical and cynical. Negativity is inevitable. While your immediate reaction may be to get defensive and lash out or delete their comments, don't! Their negative remarks are an opportunity for you to show them and the rest of your audience that you are a professional. If they have an issue, simply reply with something like, "I'd like to resolve this issue with you, so can you please send me a personal message so I can send respond with more information?" Even though you move the conversation to a private message, it shows your audience that you care about everyone who brings a concern to you. Try to be positive in the way you respond, provide links to education, reassure people that you are there to help.

Low-quality images make your page look unprofessional and sloppy.

Try to be positive in the way you respond, provide links to education, reassure people that you are there to help.

AUTOMATION CAN BE CONVENIENT, BUT IT'S NOT A COMPLETE REPLACEMENT FOR BUILDING RELATIONSHIPS

There are several excellent tools out there to help you automate your presence on social media. These tools can be huge time-savers, but remember that you are on social media to connect with people and build relationships. Automation is not a replacement for interaction. It's great to schedule posts that are conversation-starters, but don't forget to follow up with those posts and reply to comments. People want to follow pages that they can interact with -- pages that feel personal. Take the time to connect with your followers whenever possible.

Search hashtags related to your business and start conversations with people who are posting content using those hashtags. Hashtags are words or phrases that are hyperlinked by adding a pound sign to the front of them (i.e. #networkmarketing). These hyperlinked words link you to other content that is also marked with the same hashtagged words. Social networking will only pay off for your business if you are willing to network.

TELL YOUR STORY, AND DON'T RELY ON POSTING LINKS

In the Basics of Posting section, you learned about the appropriate types of content. You also learned that sharing a link to your website with no explanation does little for your business. We want to reiterate the importance of this. People are highly unlikely to click a link shared as a comment or in a group. They want to know what it is and where it's taking them. Whenever you feel motivated to share a link, try replacing it with your personal testimonial of the products, the company, or the opportunity and then invite people to message you if they want to know more about what you do. Your story will get more attention than a link 100% of the time.

You are amazing, your company is amazing, and the product is amazing. That's what your audience wants to see. If you do a good job of showing them those things, they will visit your social profiles over and over again. The more they visit, the more likely it is that you can translate their interest into some kind of action.

Automation is not a replacement for interaction.

Your story will get more attention than a link 100% of the time.

You are amazing, your company is amazing, and the product is amazing.



KEEPING COMPLIANT

As a representative of ASEA, the things you say are a reflection of the company.

It is essential to remain compliant as you post content related to your business. There are strict regulations for corporate and our Associates with how we advertise ASEA's health-related products. While this section won't go into detail with everything you can and cannot say, it does provide important general guidelines.

First, there are certain non-compliant phrases that you should avoid using. Making claims that ASEA® Redox Supplement or RENU 28™ heal or cure specific ailments is not compliant and could get your page shut down. Worse yet, these types of claims could attract regulatory scrutiny that could have negative implications for everyone associated with ASEA. When speaking about the product, avoid calling out diseases or conditions in reference to our products, even if you believe it may have helped you or one of your friends. Luckily the products from ASEA are high-quality, and they have many benefits to tout that are completely compliant. Personal stories about how you've used the products are great for one-on-one encounters. Sometimes when you share your personal stories online, they may be misinterpreted as a prescription for an ailment. Always double-check your personal stories before you post them to make sure you aren't saying anything that might be misconstrued.

Second, never post before and after pictures that have been edited or enhanced. If you can't verify that it came from a credible source or if you don't know the person in the picture personally, avoid posting it.

Finally, get to know the rules of each social platform you use. On most platforms, there are terms about how you advertise and host contests, and which images are deemed appropriate. These terms are easily accessible, and reading them can spare you the time and frustration of having your page shut down for a minor violation.

Making claims that ASEA Redox Supplement or RENU 28 heal or cure specific ailments is not compliant.

Never post before and after pictures that have been edited or enhanced.

CONCLUSION

There's no telling how many lives you can change and how many people you can reach when you use social media. This guide is an introduction to implementing a social media strategy for your business and contains valuable information that will help you as you start building your tailored approach. As you develop your online presence and hone your strategy, take advantage of additional resources available to help you explore all of the ideas shared here in further detail. Some of our favorites include Social Media Examiner and Hubspot's Marketing Blog. Don't hesitate to seek those out and implement new things into your social media goals!

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