

One Person **BIG DIFFERENCE** SOCIAL MEDIA GUIDE

TIPS

Your social media is not only about your business and products. Rather, you are inviting people into your life and occasionally sharing how your products and business have solved a problem in your life.

The same can be said for your stories! Your stories are a way to bring people into your life behind the scenes. Stories become a great tool for sharing more about products, business, before and afters, and promotions!

A great cadence to posting that you can also use for your stories is 3 posts of value (things you are learning), 2 lifestyle (family, hobbies, travel) and 1 product or business post.

Remember to take the time to respond to those that comment on your posts. And also make time to comment on the posts of those you would like to have as a customer or be in business with.

See the next 3 pages for continued post ideas that you can use to share your product or business without the sales pitch.



We're excited to have you on board! This guide will help you get started with social media marketing and provide you with post ideas to promote your products and build your business. The key to success with social media is consistency and authenticity! The more authentic you are, the more likely the right people will find you! Your vibe attracts your tribe!

Find Social Media Teachers/Mentors or other LifeVantage consultants on Instagram or FB, who you connect with. It's a great way to see new ideas and get inspired. Be of value and be a light for good!

****Don't forget to join our shareables group through telegram for content that is already created.**



CONSISTENCY MATTERS:

The best rhythm for posting is 3 posts of value, 2 lifestyle and 1 product or business post.

DO NOT POST AND GHOST.

Post and make time to engage with your audience that comment on your post.

SOCIAL MEDIA POST IDEAS

Product Highlights: Showcase individual products and their benefits with a picture or video of you holding the product.

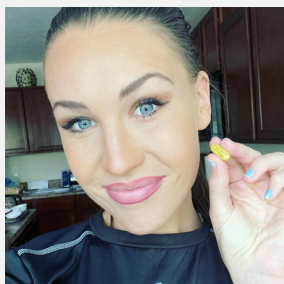
Testimonials: Share success stories and testimonials from happy customers or team members.

Before and Afters: Show transformation stories using our products.

Educational Content: Share health tips, wellness facts, and industry news.

Live Videos: Host live Q&A sessions, product demonstrations, or team events.

Behind the Scenes: Give a glimpse into LifeVantage events or your daily life as a team member.



DO A LAUNCH POST:

Let people know you are now in business for yourself! Don't share everything, share just enough to intrigue them to ask you more!

Here is a great example:

- ★ Life is meant to be LIVED.
- ★ Life is meant to be FUN.
- ★ Life is meant to be an ADVENTURE.

As a busy, working mom, I'm finding myself craving MORE. I want more TIME with my kids, I want more MONEY to create more memories with them, and I want more ENERGY to take on my days. Anyone else

👩 Some days just feel like I'm spinning my wheels...until now 🙌

I feel like I found a way to help me find ALL of these things I desire. I'm grateful for new opportunities that will help to create the life I want! Cheers to new adventures 🥳

FAMILY TIME:

Share moments with your family! This allows your audience to get to know you more!

TRANSFORMATION TUESDAY

EXAMPLE:

Share a before-and-after photo with a testimonial about how LifeVantage products have made a difference.



SELF-CARE TIP:

Offer a self-care tip and how it contributes to your overall well-being and a healthy lifestyle.

**MORNING ROUTINE EXAMPLE:**

I LOVE starting my day this way! I feel clear, energized and can be at my very best!

TRAVEL WELLNESS:

Share how you maintain your health and wellness routine while traveling with LifeVantage products.

FAVORITE BOOK RECOMMENDATION:

Recommend a book related to health, wellness, or personal development.

FUN FACTS:

Share some fun unknown facts about yourself!

PET LOVE:

Introduce your pet and how they're part of your healthy lifestyle journey.

TEAM MEMBER SPOTLIGHT:

Highlight a fellow team member and their journey with LifeVantage.

GRATITUDE POST:

Express gratitude for your LifeVantage journey and the positive impact it has had on your life.

THROWBACK THURSDAY:

Share a throwback photo of your early days with family or LifeVantage and how far you've come.

MINDFULNESS MOMENT:

If something inspires you in a moment, share it! It's probably going to inspire someone else too!

DIY TIPS:

Share a simple DIY health tip that aligns with the things you love!

FAVORITE PODCAST:

Recommend a podcast that inspires you and a recent lesson you learned from it.

PRODUCT REVIEW:

Share a personal testimony or a friend's testimony of a problem that was solved or improved by a LifeVantage product.

It is! My dad also came up to me this weekend after being on nrf2 and collagen for 3 days and said could this stuff be working already? His shoulders and knees haven't hurt as bad. That was so great to hear!

SOOOOOO
GOOD !!!!!! 🙏

This is why I love what I do! To receive texts like this is ... nothing better!!!

HEALTHY MEAL IDEA:

Show off a delicious and nutritious meal you've prepared incorporating LifeVantage products.



View from a morning walk! So grateful for another beautiful day!

BEHIND-THE-SCENES:

Take your followers behind the scenes of a LifeVantage event or team meeting.

FLASHBACK FRIDAY:

Share a fun memory from a LifeVantage event or achievement.

GOAL UPDATE:

Update your followers on your progress towards a personal or business goal.

WELLNESS CHALLENGE:

Challenge your audience to try a new wellness activity or habit for a week.

HOBBY SHOWCASE:

Show off a hobby or passion outside of LifeVantage that contributes to your well-rounded lifestyle.

POSITIVE AFFIRMATIONS:

Share a list of positive affirmations that help you stay focused on your goals

COMMUNITY INVOLVEMENT:

Share your involvement in a local health or wellness event or charity.

HEALTH MYTH BUSTING:

Debunk a common health myth and offer accurate information.

BLESS AND BRIGHTEN:

Post an uplifting quote that brings hope to both your LifeVantage team and followers.

SHARE A RECIPE OR YOU WORKING OUT:

Your healthy lifestyle will inspire your audience.

MOTIVATIONAL QUOTE:

Post a motivational quote that inspires both your LifeVantage team and followers.

**Helping one person might not
change the whole world...
but it can change the whole
world for that one person.❤️**

Remember, authenticity and relatability are key. By sharing your genuine experiences and mixing business with your daily life, you'll build a strong and engaged community around your LifeVantage journey. Happy posting!

