

Social Media Guide

You've made it this far, now time for some **cold, hard truth**.. You will not build a business on Social Media overnight. Sorry, girl! Whether it is Facebook or Instagram, it takes multiple posts, lives, etc to **create a culture** or build a following. Why? Let's pretend you have a friend named Mary. Mary sees your first post and thinks it's interesting but keeps scrolling. A few days later, Mary sees another post from you and she's a little curious. She likes your post and means to click on your site (or maybe she even does) to check it out but gets busy with life and forgets. Then you **go live** sharing your hostess order that you just got in the mail from your launch party. Now she's really **interested** but she isn't going to reach out to you. However, the next time you post that you are looking for women to try the product, Mary is IN!

How to post: If you are a tech savvy person, using an app like Planoly makes it easy to repost or schedule your posts ahead of time. If tech and apps aren't your thing, that's okay! You can easily post your own as you go or share posts from our public pages!

When to Post: Post 4-7 times a week, go live at least once a week.

What to post: The most important things to remember are be authentic, share a variety of content and **always post your website**. Keep it balanced: You should still post the pictures of your family, date night, little league games, memes and add in your Aloette posts.

- Keep it authentic. If you've never worn a stitch of makeup, doing a makeup video may not be right for you but going live to do your night time skin routine would be perfect! If you are new to going live it may feel a bit awkward at first but that's okay. Just keep it up and you'll be a pro in no time!
- Keep it professional. Stay away from anything inappropriate, too polarizing or political.
- Interact! Ask questions and encourage conversation.
- Tag us! Mention @aloetteupstate in your post so we can show you some love!

How to grow your social media reach:

- Use posts that encourage your friends/family to tag another friend. They can be product or makeover giveaways where they are entered by tagging a friend. Don't invest a ton of money in this. Use products that you win or got at a huge discount.
- Do you have a friend with a non-cosmetic business like handbags or a salon? You can do a giveaway together! Doing this gets you promoted by another business account and connected to their customers plus you get a higher giveaway value without having to spend more money. Each donate an equal product value and you would both post something like "I've teamed up with (other account) to bring you guys a \$(retail value) giveaway. You are going to love these (product description). To enter to win simply like this post, tag a friend and make sure you are both following (other account) and I. Drawing Monday night at 6 pm!
- Comment and join in on conversations in your community. Some people might be impressed and decide to check out your profile and follow you. We've all gone down that rabbit hole before! This applies to Aloette Upstate posts but also in your FB group for moms, female entrepreneurs, etc. Keep it positive!

Note: These ideas will only work if your account is Public. If you prefer to keep a private account, you will need to set up a separate public account for your business and then add your friends.

Social Media Posts

When someone comments on a post, send them a PRIVATE message and ask for their phone number to set up an appointment. Do NOT try to sell, book or hire them via private message. Social outlets are simply an initial means of communication to contact people you may not normally speak to.

Informational Posts- these should make up 50% of your business content

- Announce yourself as a Consultant- this post should be focused on your excitement for your new business.
- Announce that you've launched your new website, encourage them to check it out and tell you what they think!
- Share your personal skin care results
- Share posts from our Aloette Upstate page.
- Share before and afters from your clients or others
- Talk about your favorite product and why you love it so much
- Share a makeover on you or someone else. It can be a before & after or a video.
- What did you buy with your aloette earnings this week? Whether it was lunch, groceries for your family or a gift for yourself, share that because you don't know who in your life would love to have the extra money to treat themselves or just not be so stressed about their grocery bill.
- Comment/tag friends in our posts when you see a something they would like.
- Post pictures of you at Consultant Connect meetings and pop up parties Share the opportunity: "Aloette is hiring full and part time positions! Message me for details."

Story/Live ideas-these should make up 35% of your business content

- Your party order is delivered- share your hostess goodies!
- Unpack your kit
- Demo your Enzyme Peel! You make an average of \$10 per peel you sell as a new consultant. Sell 5 and you've earned \$50 plus over \$200 in sales just in the few minutes it takes to go live!
- Open your first Beauty Club package. Don't know what that is? Ask us!
- Do a Q&A.. this doesn't have to be live, it can just be you posting "what's something about my Aloette business that you'd like to know?" You can also share some of the questions/answers.
- Do a tutorial on how to use a certain product- Face masks (Five Minute Facial, Enzyme Peel, Muddy Up) are great for this.
- Do a makeover on you or someone else.

Offer Posts-these should make up 15% of your business content

- Aloette has NEW Skincare + Makeup! I need 5 ladies interested in a FREE facial/ makeover to try them and give me their opinions.. Who's in?!
- I am looking for 5 ladies who are interested in trying Aloette for FREE!
- I'm giving away a Girlfriends Makeover Night! Tag a friend to be entered! Drawing Tuesday night at 6 pm.

Hashtag ideas to use in your posts:

#PaidforbyAloette #Aloetteupstate #LoveAloetteLife #Aloette #joinAloette