

# How & Why You

Should Be Using  
Social Media

CONNECT WITH USANA



## social media@

FOLLOW THE LEADER



Instagram is a place to discover and share the most interesting and creative photos on the Internet.

- Don't try to sell USANA product. Instead, demonstrate the USANA lifestyle with captivating photos. And don't forget to add the **#USANAlifestyle** hashtag to your posts.
- Find creative ways for people to ask about USANA by implementing USANA products into the photos you personally upload.
- The more visual you are, the better. Let your audience see that you are truly loving life and living it.



Signing up for Facebook—the most well-known and interactive social media website—is essential to an online presence.

- Don't update your status every day, all day. If you don't have anything new or valuable to post, resist the urge to share.
- Avoid acting like a USANA billboard 24/7. It's the quickest way to get "hidden" from a newsfeed.
- Keep your audience in mind when posting updates.



Twitter is like Facebook with only status updates, and you "follow" instead of "friend" people.

- With only 140 characters available per tweet, make sure what you're sharing is valuable and concise.
- Acknowledge and respond to your Twitter followers when they interact with you.
- Be lighthearted and personable with your tweets. Twitter's known for being more informal, so have fun with it!



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