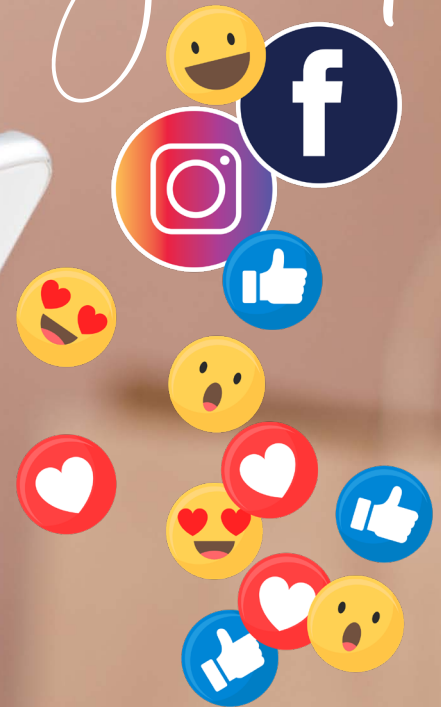


# SOCIAL SHARING *guide*



YOUNG  LIVING®  
ESSENTIAL OILS

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# introduction

Two key Social Platforms - Instagram and Facebook can help you to attract others and promote YOU as the Brand – creating powerful platforms for connections.

We have applied industry best practice to both mediums to develop a guide to help you best share YOUR Brand.

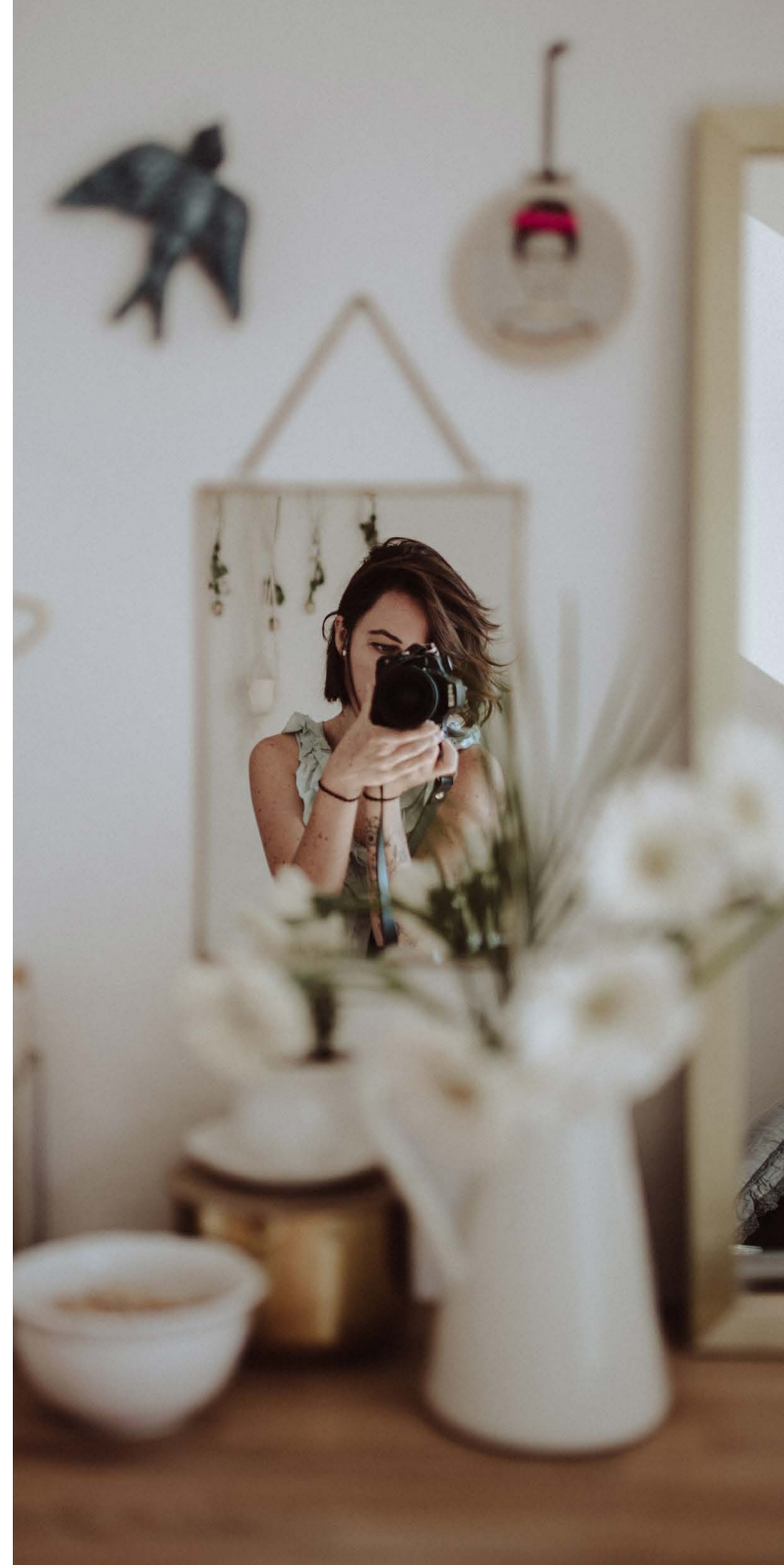
Social media provides a fantastic opportunity to grow and share your business organically. The goal is to promote yourself through effective content marketing. Promoting YOU and YOUR personal passions is a great way to attract others, and when you increase exposure to your posts you maximise the potential to attract sales and prospects.

Being visible is a strategy to amplify your YL business.

Posts need to be engaging with relevant

and strategically placed content. You should aim to entertain, inspire or educate with each post. What to post and when to post are crucial to your success on each platform. Knowing how to analyse and measure the reach of your posts will assist you to elevate your success.

This YL Social Sharing Guide outlines the most current techniques and wisdom around how to best represent you and your YL brand, making it easier to optimise what, how and when to post - resulting in increased engagement and new opportunities.



# LEVERAGE YOUR *social* PRESENCE

## DEFINE YOUR OWN BRAND

A profile of 'who you are' helps to distinguish you from others. People are attracted to you and what you represent and stand for, so your story should clearly define 'who' you are.

By being clear and focused on Brand You, people will relate and follow. Don't try and be everything to everyone; be true to what you like and who you are. Focus on building a strong brand for yourself, both online and personally. By being authentic, you will attract others and show that you are consistent. So how do you build Brand You?

Select 1 or 2 lifestyle themes and apply this to every picture or post rotating themes every few days. This builds a clear picture of your interests and personality.

Tick the options below that relate to you:

- |   |   |
|---|---|
| <input type="checkbox"/> Adventurer               | <input type="checkbox"/> Fitness and Health                       |
| <input type="checkbox"/> Animal enthusiast        | <input type="checkbox"/> Gardening Enthusiast                     |
| <input type="checkbox"/> Blogger or Podcaster     | <input type="checkbox"/> Healthy Homes                            |
| <input type="checkbox"/> Body and Self-Image      | <input type="checkbox"/> Healthy Lifestyle                        |
| <input type="checkbox"/> Book Lover               | <input type="checkbox"/> Home Renovator/Design                    |
| <input type="checkbox"/> Cars or Hobbies          | <input type="checkbox"/> Minimal Lifestyle                        |
| <input type="checkbox"/> Charitable / Sharer      | <input type="checkbox"/> Movies and Theatre                       |
| <input type="checkbox"/> Clean Living             | <input type="checkbox"/> Mumpreneur / Dadpreneur / Business Owner |
| <input type="checkbox"/> Coffee Connoisseur       | <input type="checkbox"/> Music                                    |
| <input type="checkbox"/> Cosmetics                | <input type="checkbox"/> Passion for Lifestyle                    |
| <input type="checkbox"/> Dining / Foodie          | <input type="checkbox"/> Professional Career                      |
| <input type="checkbox"/> Essential Oil Enthusiast | <input type="checkbox"/> Single and Loving Life                   |
| <input type="checkbox"/> Family / Mum Life        | <input type="checkbox"/> Student                                  |
| <input type="checkbox"/> Fashion and Image        | <input type="checkbox"/> Travel and Freedom                       |
| <input type="checkbox"/> Fine Arts                | <input type="checkbox"/> Yoga or Pilates                          |

Write down some ideas that are more suitable to you and your personal branding:

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# DEFINE YOUR CHARACTERISTICS

The next step in clearly defining your authentic brand story is to identify some of your most influential personality characteristics. It will highlight who YOU are and assist in attracting people with similar interests.

Choose four or five personality characteristics that you resonate best with from the list below, or feel free to add your own.

- |  |   |  |  |
|--|---|--|--|
| <input type="checkbox"/> Adventurous   | <input type="checkbox"/> Driven           | <input type="checkbox"/> Loving            | <input type="checkbox"/> Ponderer            |
| <input type="checkbox"/> Ambitious     | <input type="checkbox"/> Empowering       | <input type="checkbox"/> Mindful           | <input type="checkbox"/> Principal / Centred |
| <input type="checkbox"/> Bright        | <input type="checkbox"/> Enthusiastic     | <input type="checkbox"/> Minimalist        | <input type="checkbox"/> Selfless            |
| <input type="checkbox"/> Brilliant     | <input type="checkbox"/> Entrepreneur     | <input type="checkbox"/> Motivational      | <input type="checkbox"/> Thinker             |
| <input type="checkbox"/> Bubbly        | <input type="checkbox"/> Environmentalist | <input type="checkbox"/> Natural / Organic | <input type="checkbox"/> Transformational    |
| <input type="checkbox"/> Carefree      | <input type="checkbox"/> Friendly         | <input type="checkbox"/> Nurturer          | <input type="checkbox"/> Unique              |
| <input type="checkbox"/> Caring        | <input type="checkbox"/> Funny            | <input type="checkbox"/> Optimistic        | <input type="checkbox"/> Vibrant             |
| <input type="checkbox"/> Cautious      | <input type="checkbox"/> Intelligent      | <input type="checkbox"/> Passionate        | <input type="checkbox"/> Wise                |
| <input type="checkbox"/> Compassionate | <input type="checkbox"/> Inventive        |  |  |
| <input type="checkbox"/> Creative      |   |  |  |

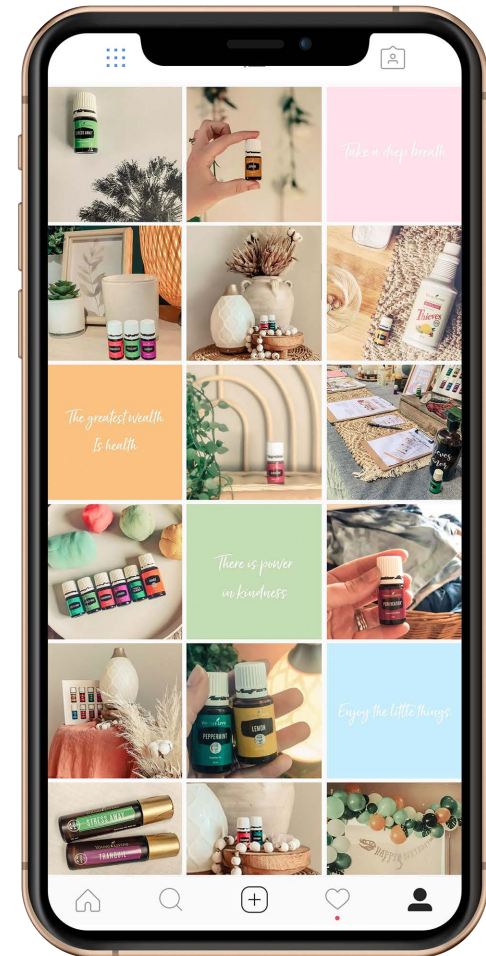
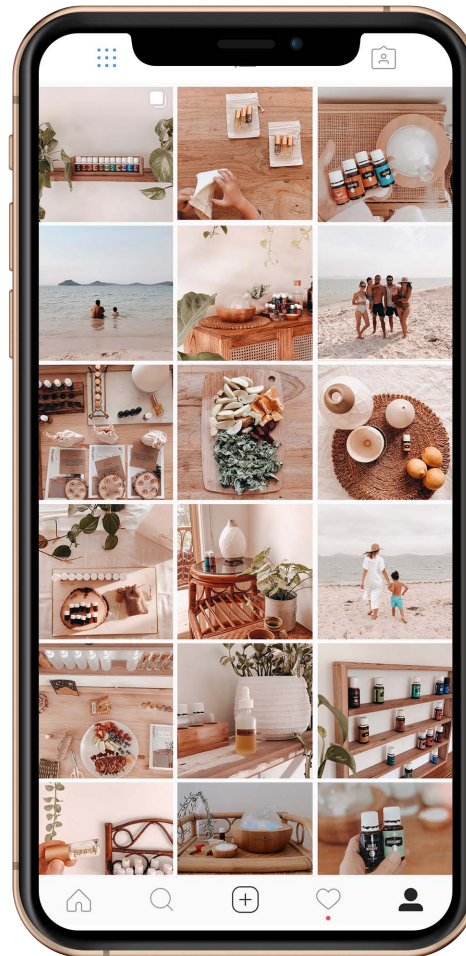
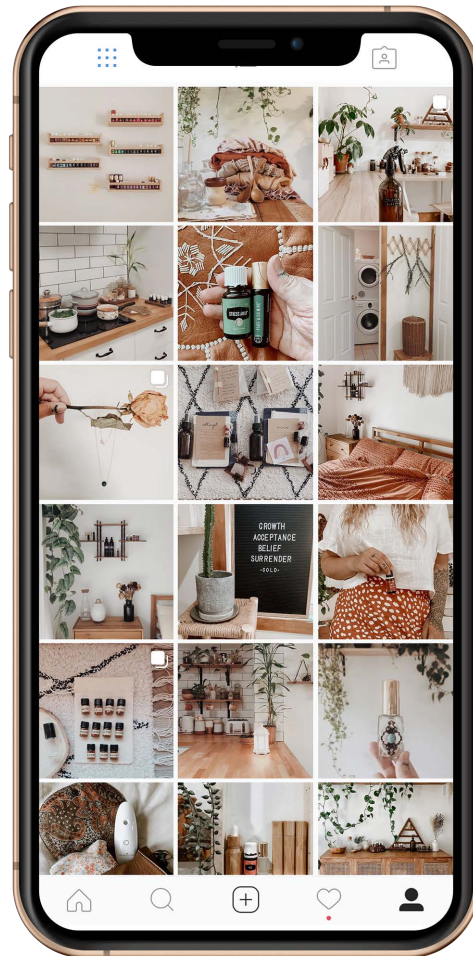
Add your own characteristics:

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

## EXAMPLES OF ENGAGING INSTAGRAM PROFILES

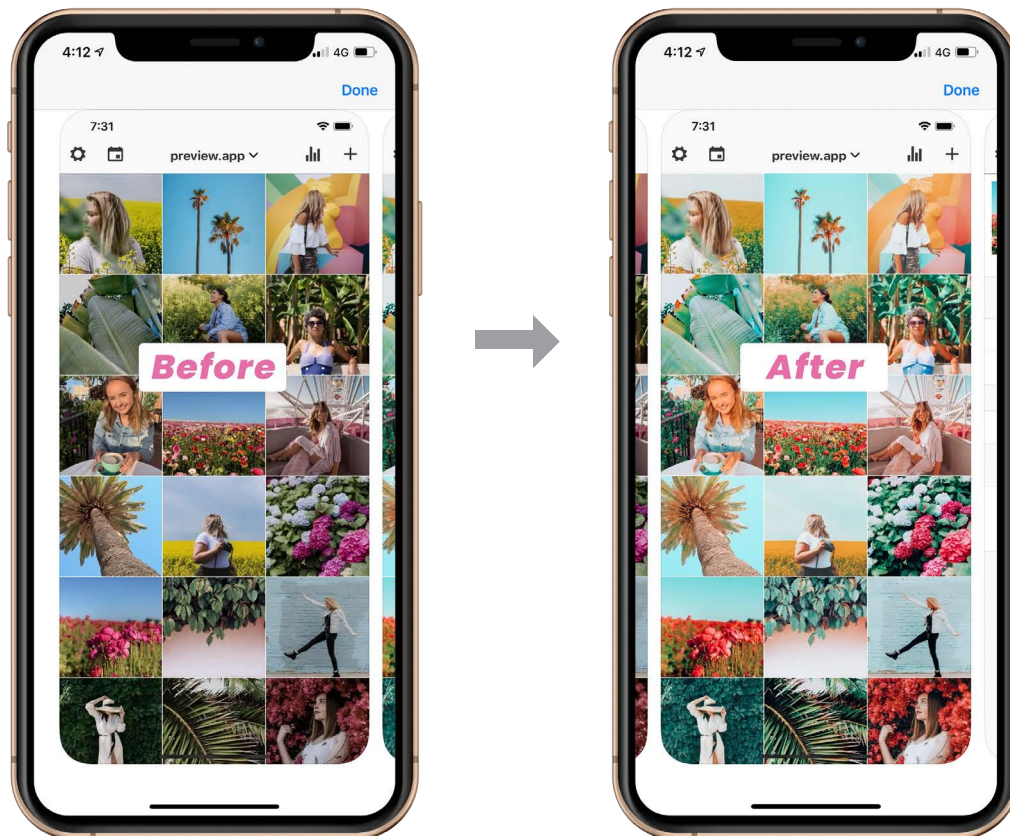
It's important to express the kind of personality, value and passion you have at first glance; from motherhood to wellness, clean living, relationships and friends.

As you look at these examples you will notice how many of the profiles have a common theme to their photos in terms of a collective look and feel. We'll talk more about this soon.



## GIVE YOUR INSTAGRAM A THEME

Before we move onto Facebook examples, you'll notice many of the Instagram feeds from the previous examples have a certain 'look' or 'theme' across the entire feed. Some of them are creamy and beige, while some are green and organic. This look can be achieved with an incredible app called Preview. It comes with two filter packs for free, providing you everything you need for your Instagram feed in one app! You get unlimited posts, rearrange posts so they look more visually appealing, manage your hashtags, reposts and more. Once you've chosen a filter you love, you can then apply that to every single post you make, which gives your entire feed a congruent brand. Be sure to check out all of the tutorials and inspiration you'll find on the Preview app website.



# EXAMPLES OF ENGAGING FACEBOOK PAGES

## Example 1

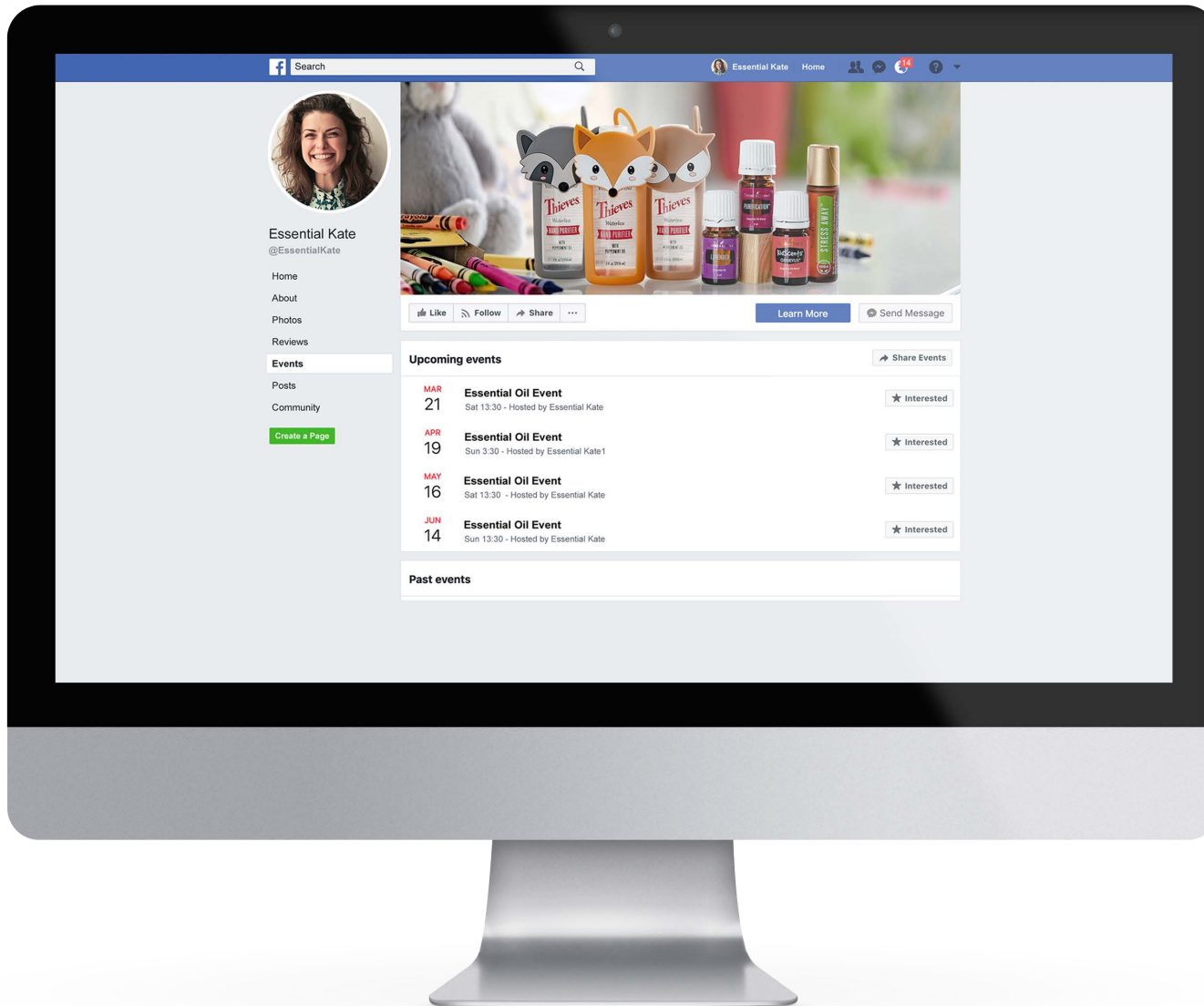
- Facebook page for users to “Like”
- A well-defined mission statement in the cover photo
- Focuses on low-tox living
- It is clear she is a mum and a pet owner





# EXAMPLES OF ENGAGING FACEBOOK PAGES

## Example 2



- Completed all contact details
- Allowed direct messaging to the Facebook page
- Runs various workshops both online and in-person
- Shares Young Living Australia Facebook pages graphics and photography

### TOP TIP:

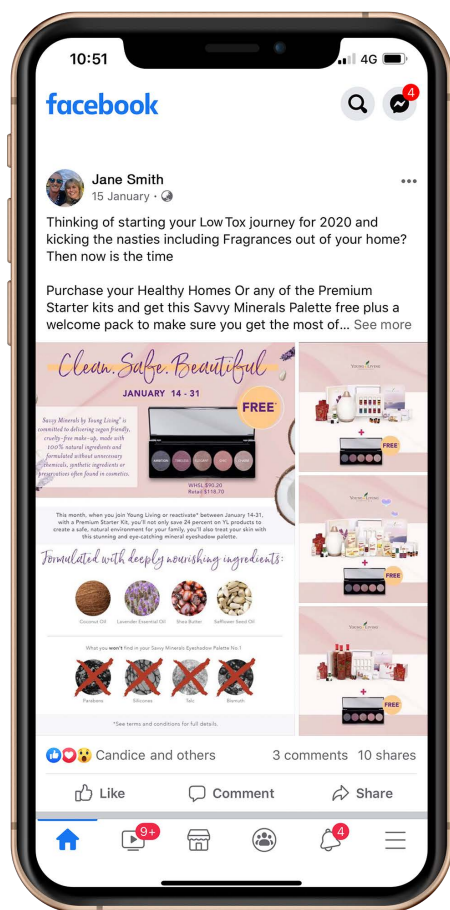
- Include your member ID on your page (such as the cover photo) and the YL Independent Distributor logo
- Generate your own personalised YL link in the VO
  - Shorten your link on social and use it on all your social channels (using Bit.ly)
  - Your Sponsor ID will automatically be filled out and you'll avoid a new enroller potentially making typos.



# DOWNLOAD GRAPHICS FROM THE YL SHARE APP

With the YL Share app, you can easily share your way to success! Connect with new contacts and interact with your team by sharing exclusive promotions and tools. You'll have a vast array of marketing materials right at your fingertips, including images, videos and more! The powerful, yet beautifully simple design, along with compelling tools, makes growing your business simpler than ever.

Example of images downloaded and shared from the YL Share app.



## CONSISTENCY IS KEY

Being consistent will underpin your Brand. Posting around 3-5 posts a week will keep your content fresh and in the forefront. Your posts should regularly reflect the brand characteristics you have chosen that best define you.

*For example:*

**BRAND:** Wellness advocate, Mumprenuer, Fitness Lover, Low-Tox Home, Seeker/Maker

**CHARACTERISTICS:** Caring, Passionate, Transformational

**YOUR BRAND's HASHTAG:** #businessname or #catchywords

*A few hashtags to consider:*

#yleoaunz

#younglivingaustralia

#essentialoils

#toxicfreehome

#toxicfreeliving

#nontoxichome

#lowimpactmovement

#greenlifestyle

#wellnessjourney

#consciousconsumer

#kickthechemicals

#diy

#lowtoxliving

#holisticliving

# THREE POWERFUL *themes*

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## ENTERTAIN, EDUCATE & INSPIRE

There are types of themes you should consider when constructing powerful content to post.

As you are creating your posts, ask yourself: Do they ENTERTAIN, EDUCATE or INSPIRE?

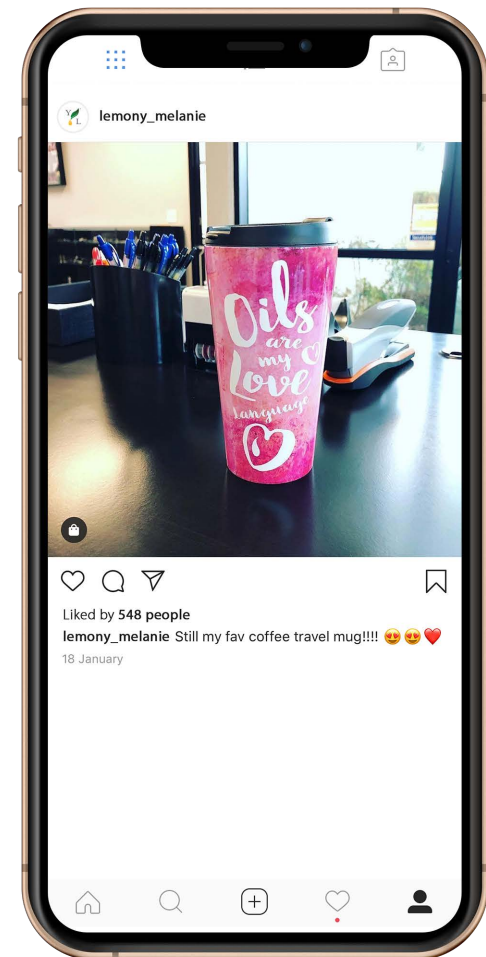
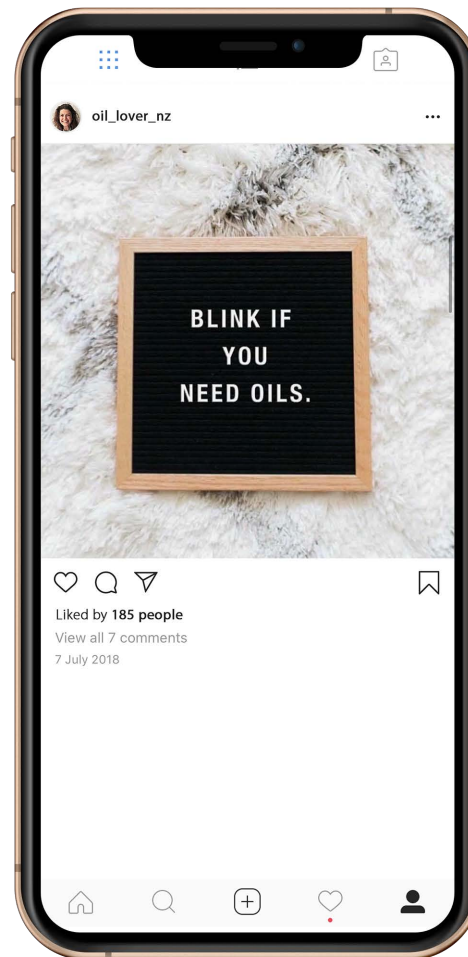
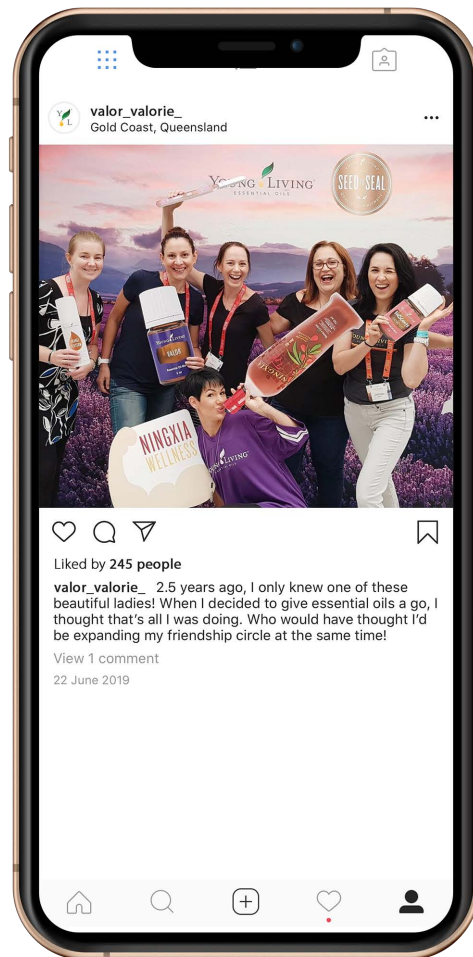
Attraction marketing and 'brand' power will come from marketing the characteristics that best define your brand and by including more of these three themes, you are more likely to nail it when it comes to engagement.

When promoting yourself and YL - you can use several strategies to help you create engaging content. By focusing on Entertaining, Educating or Inspiring posts, it gives you a focus to help stimulate the viewer.



## ENTERTAIN

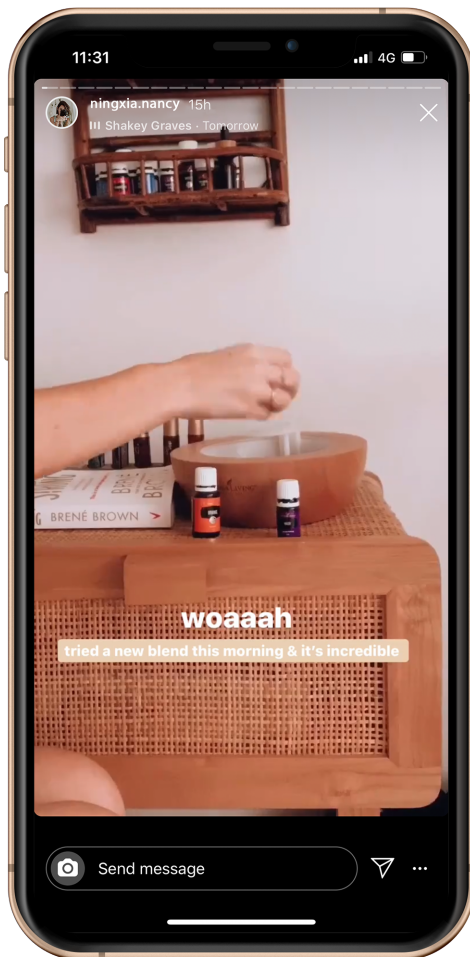
Posts that entertain open the door for a glimpse into your world and your sense of humour. By being authentic, you can create content that is relevant to the audience but specific to who you are. This approach can open the door for people to comment, add their experiences or feedback and it encourages interaction. People love to belong to a tribe, and people want to enjoy life. By having fun with your posts, you open yourself up for engagement and people will join in.





## EDUCATE

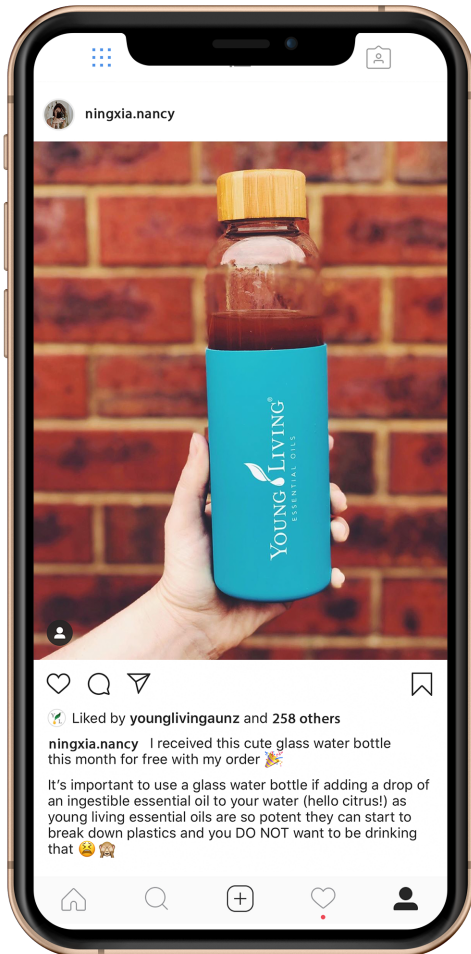
Educating others about our YL oils and amazing products makes for a great post. People have questions and needs, so by addressing these in your content, you are more likely to get engagement. The key is to position yourself as ‘sharing’ information rather than selling or pushing product – you want to attract the reader, not repel them with sales speak. Reviews, how to use, your personal experiences and the benefits you are gaining are great ways to start. Please remember to stay compliant.



We're always looking to share interesting content on the YL AUNZ Instagram (@YoungLivingAUNZ) so be sure to tag us for the chance to have your photo or video reposted and viewed thousands of times!

## INSPIRE

You can *inspire* your audience with Inspirational Posts. By sharing moments, events or situations that have impacted your life or that of others, you can position content that has meaning and is relatable as well as being highly motivational and uplifting. Phrases, quotes, a song lyric, an inspirational video, a scene from a movie. These types of posts share more about YOU, your values and vulnerabilities. Sharing challenges and wins will help others to connect to the REAL you.



### TIP

Try to have every post cover at least one of these three themes. The more of them included the better!

## USING THE THEMES

People often check their Social pages for a quick catch up or a welcome distraction, so by utilising the themes Entertain, Educate and Inspire you stack up the odds that people will keep coming back for more.

Always be open to receive ideas for posts, collect them on your phone or make notes.

Another strategy is to create content sparked from popular or trending themes. Include images that will inspire thought and solicit responses. You can use them or file them away, but gathering material and looking for ways to entertain, educate and inspire should always be an evolving process.



# Video

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## LIVE VIDEO

Live Video is one of the most powerful and engaging strategies you can have in your Social toolbox. Quick, simple low-production video is a fast and powerful way to promote and build your Brand. It accentuates trust and draws the audience into the 'real' and authentic you. When someone feels connected and they trust you, they are more likely to want to engage with your post by commenting on it or liking it. The more comments and likes your post get, the more people Instagram will show it to. It only needs to be short, but this is a powerful model for building your brand.

Here are some ideas you can share in a live video:

- How did you feel unboxing your first YL products?
- Which products do you like best and why?
- Review some of the products (make sure that you're being compliant)
- Review a book or story that motivated or resonated with you
- Recommend a movie, or a food outlet that you love
- Share your daily 'oil' routine
- Share your favourite oil for the week
- Share a fear that you can or will overcome
- Share a special moment or occasion in your life or that of a family member
- Promote your team's culture
- Food: share what are you eating – special, boring, unique or comfort?
- Share your favourite outfit or wardrobe accessory for the day
- Share your best Healthy Home Tip for the week
- Share your favourite pastime or hobby
- Share a vulnerable moment, fear or something that really affected you
- Share something you are about to do or have just done that is out of your comfort zone
- Engage in a challenge
- Cooking or flavouring food with culinary oils
- Enter into a challenge – diet, food, ice, run, walk, cycle for a cause, etc.
- Share your favourite charity or donation cause and why you support it
- Introduce a friend, significant other or a special person in your world
- Share your workout routine
- Share some 'life-hacks' – cooking or DIY tips
- Share your latest shopping adventure
- Ask your 'fans' to comment or share back – ask questions
- Share an act of kindness – a very real YL giving moment
- Share your favourite song
- Share some powerful words or phrases you have read
- Share 5 things people need to know about you

## IGTV VIDEO

You've more than likely watched an IGTV video from someone you follow. It's Instagram's app which allows longer-form video and is designed for mobile-viewing. If you're keen to create longer videos than you can post in your feed or stories, certainly consider setting up an IGTV channel and posting there. You can choose to post a preview of your video to your Instagram feed too!

Your videos must be longer than 1 minute and cannot be longer than 15 minutes if uploading from a mobile device, or 60 minutes if uploading from desktop.

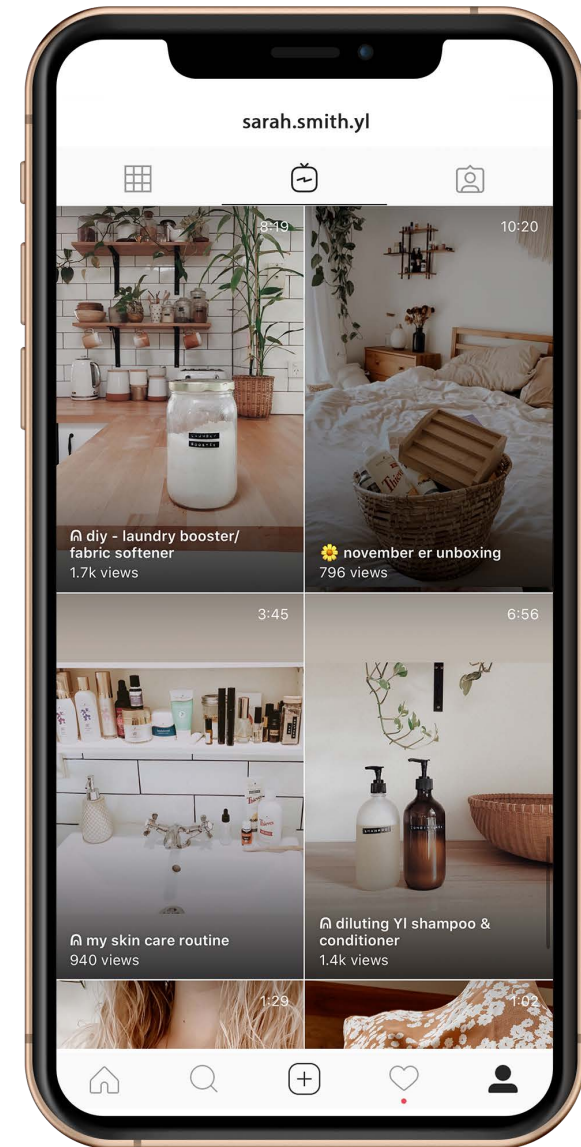
For more on creating IGTV:

<https://help.instagram.com/381435875695118>

## TIP

After any caption place a Hashtag and be sure to include spaces to ensure you keep the tag as a standalone.

#youngliving  
#younglivingaustralia  
#essentialoils  
#toxicfreehome  
#toxicfreeliving  
#nontoxichome  
#lowimpactmovement  
#zerowatselifestyle  
#greenlifestyle  
#wellnessjourney  
#healthandhappiness  
#balancedlife  
#aussiemums  
#sydneymums  
#brisbanemums  
#melbournemums  
#thefamilynarrative  
#slowmotherhood  
#mymamahood



# CREATE ENGAGING content

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Treat your feed as if it were a regular Podcast or a Prime time TV channel – if your content is not engaging people will ‘channel surf’ and scroll right past your posts. Your goal is to ‘STOP THE SCROLL’. Take a moment to look at how many of your last posts gained likes or comments – if there were few, it could be that the posts may not have had engaging content.

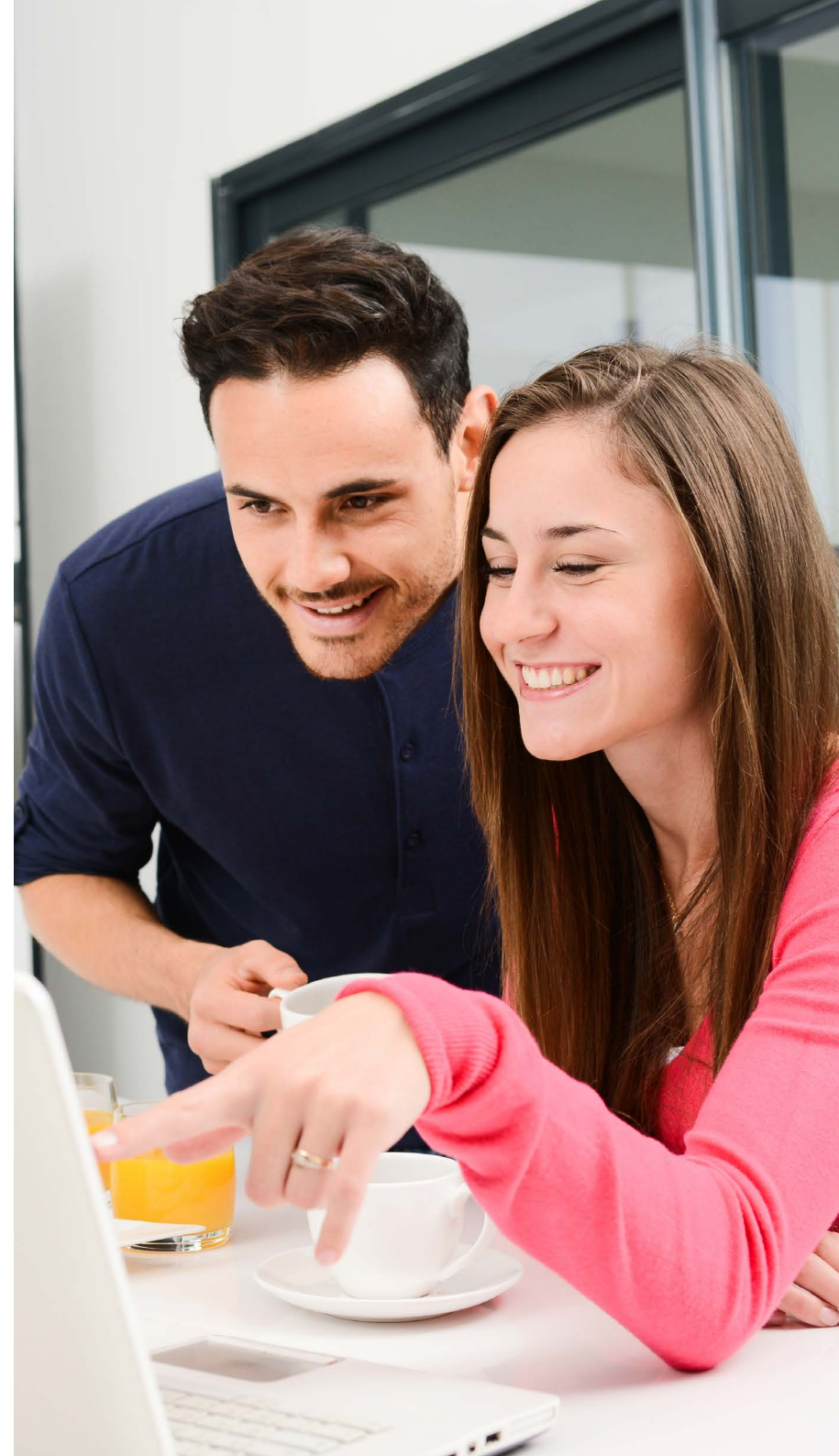
Attraction marketing is all about creating content the viewer wants to see and makes others think and want to engage with you.

**Posts need to be MINDFUL, CREATIVE & BRIEF.**

You always need to remain MINDFUL about what you are sharing and the impact it may have. Know your purpose, who is it aimed at, what is the message, how will it affect others, how can this enrich the viewer, what is the message you want to convey?

It’s fun to be CREATIVE and takes very little to make a post creative and uniquely YOU. Images can enhance this to make it visually appealing, engaging and fun. A funny quip or comment will often evoke emotion and a response. So be creative, have fun with this, but be YOU and say it as you would speak it.

Keep it BRIEF. We are all busy, so the shorter the post, the better. Say it in as few as words as possible. You will have a better ‘read’ rate if it is concise.



# SHARING *young living* AND THE OPPORTUNITY

## START A CONVERSATION AND PIQUE INTEREST

As a member who shares or builds, you are the owner of your own business. You have a fantastic array of offerings to a lifestyle of greater wellbeing. People are looking for solutions and you have the perfect opportunity on offer. Applied correctly, your Social Platform can provide a glimpse into numerous possibilities, ones that others may be searching for. When sharing posts about YL's products or the YL opportunity, it is essential to tease and to pique interest rather than sell or promote. Posts need to be engaging but open for questions and should have the effect of soliciting interest, questions or a need. You want 'whatever' you post to be a conversation starter.

Here are some content ideas – use images, video and comments to highlight your message or information.

- Video: share a compliant product testimonial, excitement around a new release or a usage tip
- Lifestyle Posts - share an incentive trip location
- Share fun with team members
- Share a fun moment with a product unboxing
- Share a personal testimonial (remain compliant)
- Share a YL farm pic – pique interest around how you are associated
- Share a moment from an event – Wellness Event, Convention, Leadership Forum, LYPR or YL2U Get2Gether
- Focus on driving and stimulating conversation
- Be authentic, be YOU!



## REMAINING COMPLIANT

Please remember that we cannot make therapeutic claims that any Young Living product is intended to prevent, diagnose, treat or provide any cures.

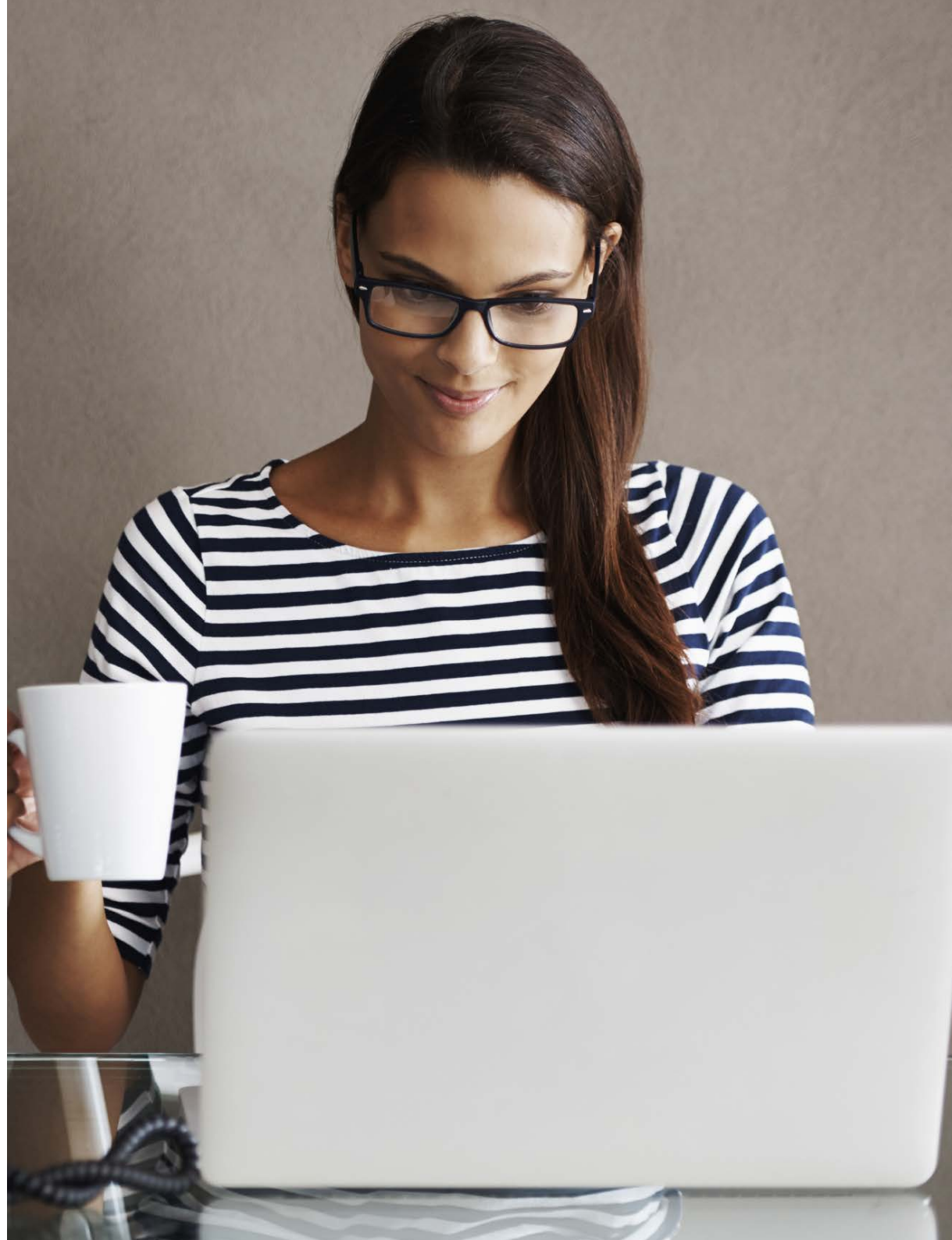
If referencing a TGA listed product, please post with a \* the following disclaimer:

‘\*Always read the label. Use only as directed, if symptoms persist, please consult your healthcare practitioner.’

Be mindful of what you can and cannot say – refer to the Young Living Policies and Procedures for more on this. We want to safeguard our business and yours, so if you’re not sure what product claims or income claims you can make, please make sure to check the Product Information Pages or the web pages to ensure that you’re compliant.

You can email [conduct.au@youngliving.com.au](mailto:conduct.au@youngliving.com.au) with any questions you may have.

**TIP** Avoid using Medical Terms relating to cures or specific ailments in both hashtags and captions.



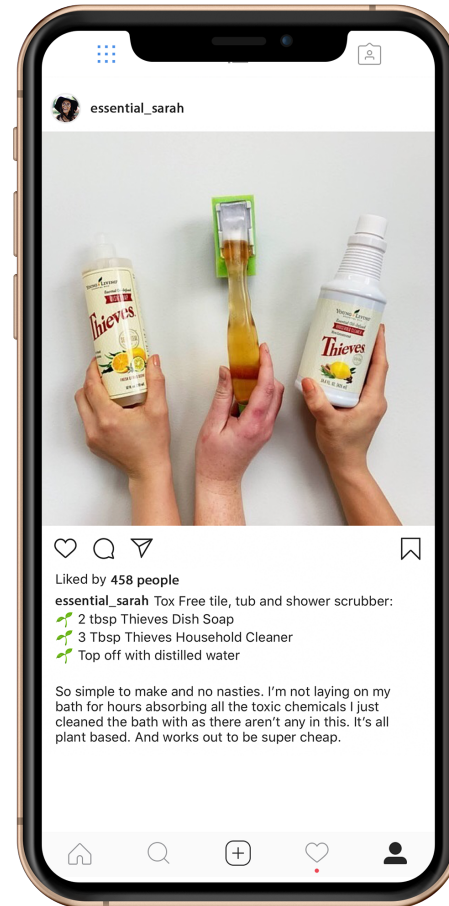


# SHARE WHY YOU LIKE A YL PRODUCT AND HOW YOU USE IT

This member likes to create a Mango Smoothie with Pure Protein Complete...



and create a tox-free tile, tub and shower scrubber!



Whenever you discuss or mention the YL opportunity including any monetary or income earned, it is important not to be specific and to help the reader understand your hard work, your actual time spend and tireless effort. Discuss what was required for you to succeed, always be truthful and acknowledge that every situation is unique. \*\*

Please tag any comments about income or the Opportunity with this disclaimer as well as linking or displaying the latest Young Living income disclosure statement

*\*\* Young Living does not guarantee any level of income for its members. Any actual income earned is determined by the skill, effort, time and investment made in their YL business activities, included, but not limited to, sharing and selling of product to customers.*

Download the income disclosure statement here:  
<http://bit.ly/YLIncomeDisclosureAUNZ>



## GROWING ENGAGEMENT

Now that you have established brand ‘YOU’, how can you elicit more likes and followers? Facebook has an algorithm formula that enables posts to be seen or not seen, based on popularity. Engagement is something you can influence – it is the act of attracting likes, comments, re-posts or shares. The more you get, the higher your algorithmic score and the more visible you become.

## POSTING - WHEN & HOW MANY?

Be aware and consistent, but do not post frequently throughout a day. You don’t want to be competing with your other posts for engagement – give time for responses to be made on each post. It’s all about quality, not quantity. So engaging content is your prime directive. For consistency, post at least once per day, but no more than 2 is recommended. Remember if a post is not attracting attention, you can always hide it and replace it with something new.

The ratio of YL-related posts to personal posts should be one or two only, out of every 10. Be subtle and try not to flood your pages with Opportunity or Product content – remember this is attraction marketing. Be discrete and attempt to pique interest.

## MARKETING THE ‘YOU’ BRAND

You have created the Brand that best represents you. So, fill your profile page with images and information that best represent you. Ideally a nice headshot, or lifestyle or family pic always works well.

To help develop that bond with your audience, remember to build your brand to Entertain, Educate and Inspire, which are your key drivers, and the characteristics that best represent YOU. Develop Facebook Stories and post pics and videos that resonate with who you are and what you represent, and you will go a long way to build a great rapport with your audience. Then when the time comes to talk about a product or lifestyle, your audience has trust and will be receptive. Without trying, you have created a space for ‘permission marketing’.



*Giveaway*  
Win a free young living  
feather the owl diffuser!

## TOP TIP

If you have success with a post, the following one will be more likely to gain engagement, so use that as an opportunity to share something YL.

This ‘Giveaway Post’ attracted 180 comments and tags. It is a great idea to follow back anyone tagged in the post.

This will really help grow your channel.



# DIFFERING FACEBOOK POSTS

## PROFILE INFORMATION

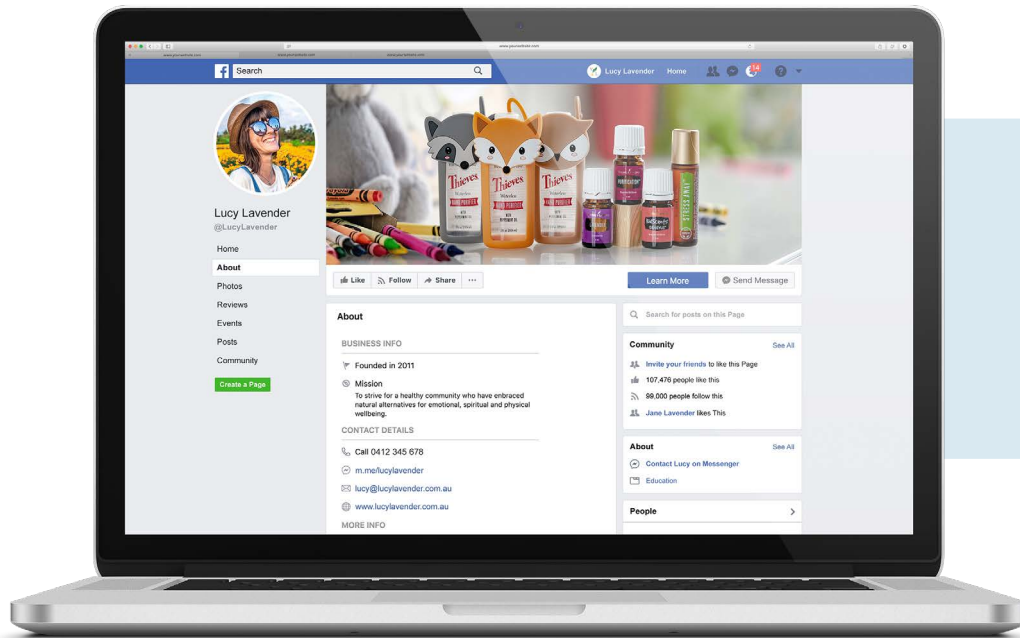
Profile information is permanent and stays on your profile page. Choose wisely and ensure it is visually appealing. The goal is to attract someone who will stop scrolling and connect. We are all attracted to images after all, a picture tells a thousand words. Work on backgrounds, filters, gifs or emojis to enhance the image. It has been proven that you can increase engagement by applying a little more attention and detail to the post.

Be brief and concise. Try and fit all you have to say in the one paragraph. Ever wonder why Twitter was restricted to only 280 characters...people don't have the attention span. Say what you want to say or express and keep it brief.

Facebook's algorithmic engine favours original content. So, it is more beneficial to your ranking if you create rather than share content. Share a link to something of interest, but house it in your article as you will get better points, and the content remains original. Keep in mind a link is considered an extension of your online profile so be sure that any link provided by you is also in alignment with Young Living's Policies and Procedures.

## CONTACT US & ABOUT SECTION

- Provide contact details, phone, email, blog pages, Instagram, etc.
- Let prospects know what your business focus is e.g. Women's Wellness
- Include something about yourself e.g. your passions and interests to appeal to others
- Include some Young Living products in your cover photo so people know what to expect

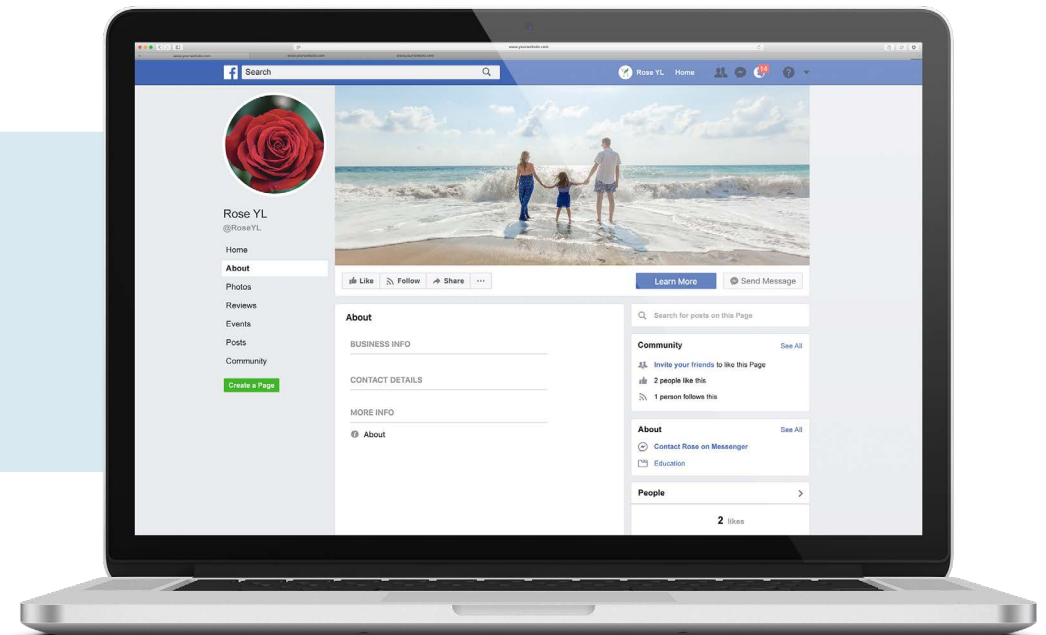


## A GOOD EXAMPLE

- Professional YL Photography used for cover photo
- Contact info: Website, email, phone number
- About section is filled in which creates trust and relatability

## A NOT SO GOOD EXAMPLE

- No contact details
- No information about this person
- No products in the cover photo

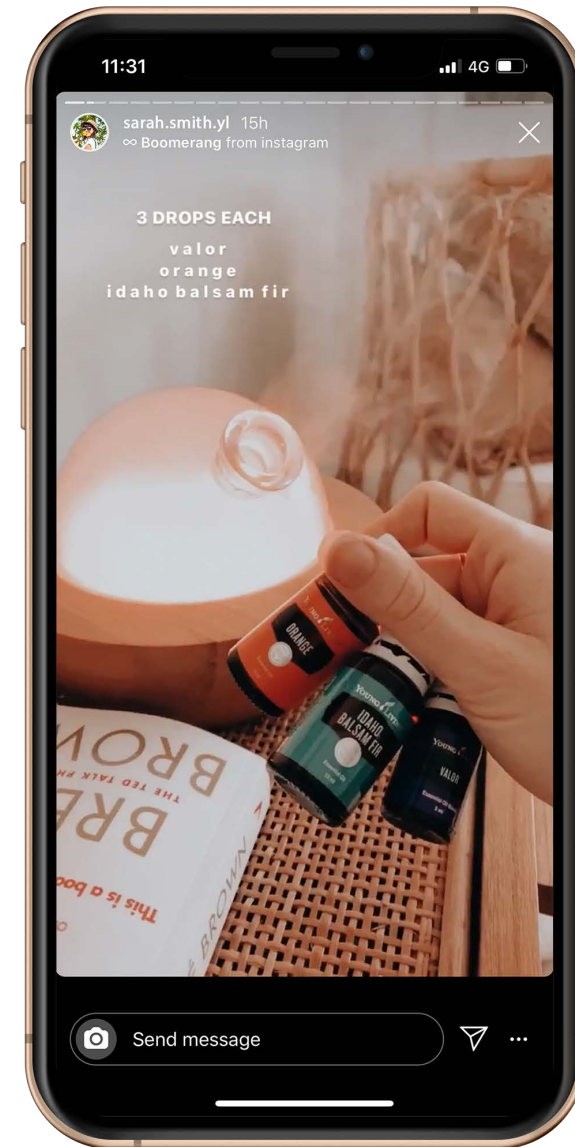


## FACEBOOK STORIES

Posts that contains a story are one of the fastest growing and most popular posts you can use. An adventure, family experience or account of the day, coupled with images, captions and video, will be sure to gain traction.

### IDEAS CAN INCLUDE:

- A tease piece about what you are doing or where you are going later that day or where you may be going for the weekend
- Images, backgrounds, emojis, music or video to make them more engaging or interactive
- An experience like your own experience with a YL product, how relatable it is to the viewer – surprise and delight
- Remember that you can track the number of views as well as see who was watching, a great capture of the ultimate fan who may be interested one day in YL





# FACEBOOK LIVE

A Facebook Live is raw, real-time and authentic. No bells and whistles editing, just the real and genuine YOU, sharing in an interactive space. It's a fantastic platform for engagement.

Unlike a pre-recording, it is YOU broadcasting live and can be a compelling medium for attracting fans. It's a real visual snapshot and is perfect for sharing something unique or exciting with an audience. Being live, you can interact in real-time, have guest presenters if sharing anything YL and have people provide their experiences and stories in real-time. Its real-time connecting and real-time sharing.

The ideal length is anywhere from a couple of minutes to 5 minutes, however, if you are working with a team and they invite guests you could stretch that to 20 -30 minutes. Remember, people are time-poor – so excellent content, and a well-planned sharing experience is paramount. Oh, and how about integrating your three key drivers – Entertain, Inspire and Educate.

If you feel it went well, you can post the video for further views after the event. Remember to press record!

An interesting statistic is that people will be three times more likely to watch a Facebook Live in the moment rather than view a recording after, so, calling all budding Spielberg's.

## BEST PRACTICES

- Have a stable and fast wi-fi connection
- Create content vertically (portrait orientation) so it is mobile friendly
- Elicit feedback through the call – give people a reason to interact - the more comments and likes the better score Facebook will recognise
- Remember to switch off any notifications and close non-relevant browsers - while it could get interesting, it could also be embarrassing
- Always have an offer or call to action to increase engagement
- Broadcast live from your main feed or from within your stories

It's a good idea to remind your audience 15 minutes before going live that you are active, excited to connect and that the call is about to begin. Comment and respond to others - Facebook will alert followers that you are active and engaging during your Facebook Live.

A clever strategy is to like or comment on some friends' pages who you'd like to have on the call, by engaging with them your post will most likely be visible to them in the Newsfeeds before and after the Live goes to air.

Create Facebook Lives to help explain the benefits and uses of products in YL promotions.

## FACEBOOK LIVE

This member creates a Facebook Live to talk about current promotions. e.g.: Australia Day Promo:  
Let's talk about 4 Aussie Oils!



## POST THE POST

Once completed, it's a good idea to interact with those who made comments or responded during the Live. According to Facebook, the next 15-30 minutes are crucial in recording points on your algorithmic score. Thus, pushing it up the rankings. So, engage away as much as possible with as many as possible after the event.

## HOW TO SOLICIT COMMENTS

Always have a call to action in your Posts!

- Give me a shout out 📣 😊
- Leave your comments below 📌
- What is your favourite oil 😍💜
- What did you enjoy most about a YL event 💜
- Write your question or comments below 📌😍

Be polite and respectful, never be too brief and answer with thanks. To start a conversation, you need to join in. Respond in such a way that you open the door for conversation. Remember if your Live was a huge hit, don't compete against it, leave it there for a day or so.

## TIP

Include emojis in your posts to liven the text up and create relatability to emotions.

## CREATING FACEBOOK LISTS

People you are friends with can be tabled into a list and they don't know that they are there. By clicking on them, you can view their posts, likes, content and it opens the possibility to see if they would be interested in what you can offer from a YL point of view.

Use 'Lists' to categorise your friends. Then utilise this as a filter for posts stories in your feed and target specific people. Like colleagues, family or potential customers.

### HOW TO:

1. On the Left side of your News Feed click Friends lists, it can be found under Explore
2. Next click 'Create List'
3. Give the list a name or title and add the people you'd like to categorise under this category
4. Then click 'Create' and you're done!

The list is not permanent; you can add and delete at will. People won't be notified, so don't worry if you delete them from here.

### TOP TIP

Who do you know – expand your list to everyone from various moments and times in your life – use the search feature to find long lost friends. Always continue to expand your Network and add to your lists.

Be mindful of not friending more than 5 or 6 people in a day so it doesn't appear as though you are spamming Facebook – otherwise, you could get Blacklisted for a while, and we certainly don't want that.

OK so now you are Facebook ready, let's uncover the power of Instagram!





# instagram

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## GROW YOUR FOLLOWERS FAST

Instagram has evolved into one of the most popular forms of Social Media and is growing daily. Influencers continuously use this as their media form of choice, and its popularity is enormous.

With almost 1 billion active users and more than half of them active every day, this platform has powerful outreach. Instagram reaches more than 4 billion likes in a day with almost 70% of those engaged sitting in the 18-30 age bracket.

Content and engagement are crucial for this platform. It is a powerful mechanism for outreach and new exposures. It has a massive attraction for people with similar interests and likes and has a rapidly growing community who care about content and engage with those who create it.

According to Forbes.com - while Facebook is King when it comes to users, at 2 billion-plus, Insta is King when it comes to engagement.

Beautiful images are the key for a fantastic Instagram feed!

Check out some amazing tips on this blog:

<https://blog.hootsuite.com/how-to-take-good-instagram-photos/>



## TIPS FOR CREATING THE PERFECT INSTA PROFILE

- Have a username that represents YOU and is easily recognisable. Keep this consistent across all your Social Platforms.
- Use a profile picture that shows YOU, a headshot, with a smile or a pout, (it's up to you) will work fine.
- If you want to share content, for all to see, set your profile to public. You can either lock it down or share at 100% - there is no middle setting. If you set to private, people cannot see your content unless they request to be a follower, hence restricting your exposure and reach...so, go public! Your posts also don't show up under any of your hashtags if your account is private.
- Within 150 characters create a bio (include the line Young Living Independent Distributor along with your Member ID) that is authentic and represents YOU, have fun, use images or emojis.
- It should represent your key themes and characteristics you will consistently portray.
- Use an 'exit' link. Instagram affords you one link connected to your profile that can link to a URL outside of Instagram. This link is perfect to link to your personal Young Living page or site.
- Content for all your social sites should focus on Entertainment, Education and Inspiration. On Instagram however you will always include a video or image to help tell a story or deliver a message.
- Hashtags give your content airtime; it's how people can uncover you and your posts. Please use them strategically, to attract others with common interests.
- Post only 1- 5 times per week.

## CRAFTING YOUR INSTA IMAGE

The most powerful Instagrammers have a healthy selection of personal photos and images that resonate with their personal theming.

- Load your page with multiple photos, use filters and effects. With multiple images the follower can 'swipe' through to gleam a snapshot of who YOU are.
- As an exploratory page, you should always tag the accounts of those whose images or photos you have used. Include the location for further exposure. This will apply your branding and tag to the images to ensure you can be easily found.
- Always remember to add a caption. This encourages engagement with every post. However, every now and then you can break it up with a 'no caption' post that speaks for itself.

Remain authentic, focus on people and relationships, not any type of hard sell of product or opportunity.

Try to avoid straight reposts – give your posts context – why are you sharing, what does this mean to you, make a funny statement etc. Always credit the originator if using others' material by tagging them in the post or adding their username handle in the post text (@username).

# POSTS & #HASHTAGS

## FEED POSTS

Always use a Hashtag, these stay on your feed. They can make your posts highly visible. The hashtag can be in the post itself or if you are sharing that post to other social platforms (e.g. Facebook or Twitter) add the hashtags in the comments so that they do not appear in the posts on the other social platforms. Content should be images or video (no more than 60 seconds in length). It can also be a quote.

If you're using the Preview app, make use of the incredible hashtag suggestion feature.

## HIGH TRAFFIC HASHTAGS

Hashtags help improve your visibility to other like-minded users.

**#essentialoils** has a search volume of over 8 million.

The more popular hashtags, the wider the audience.

#essentialoils

8,369,596 posts

Follow

Related Hashtags #essentialoil #frankincense #essentialoilsrock #youngliving #lavenderoil #lavenderessentialoil #patchouli #essentialoildiffuser #younglivingessentialoils #oilymama

## NICHE HASHTAGS

Find mums in your local area.

**#perthmums**

#perthmums

336,617 posts

Follow

Related Hashtags #melbournemums #thingstodoinperth #perthlife #melbournemum #perthfoodies #perthsbest #perthvibes #perthmum #perthphotographer #seep Perth

**#northshoremums**

#northshoremums

31,285 posts

Follow

Hashtags are essential for building your Brand and making your posts searchable and easy to find. They significantly increase your exposure, the awareness of others which transforms into engagement. So, using them correctly is critical.

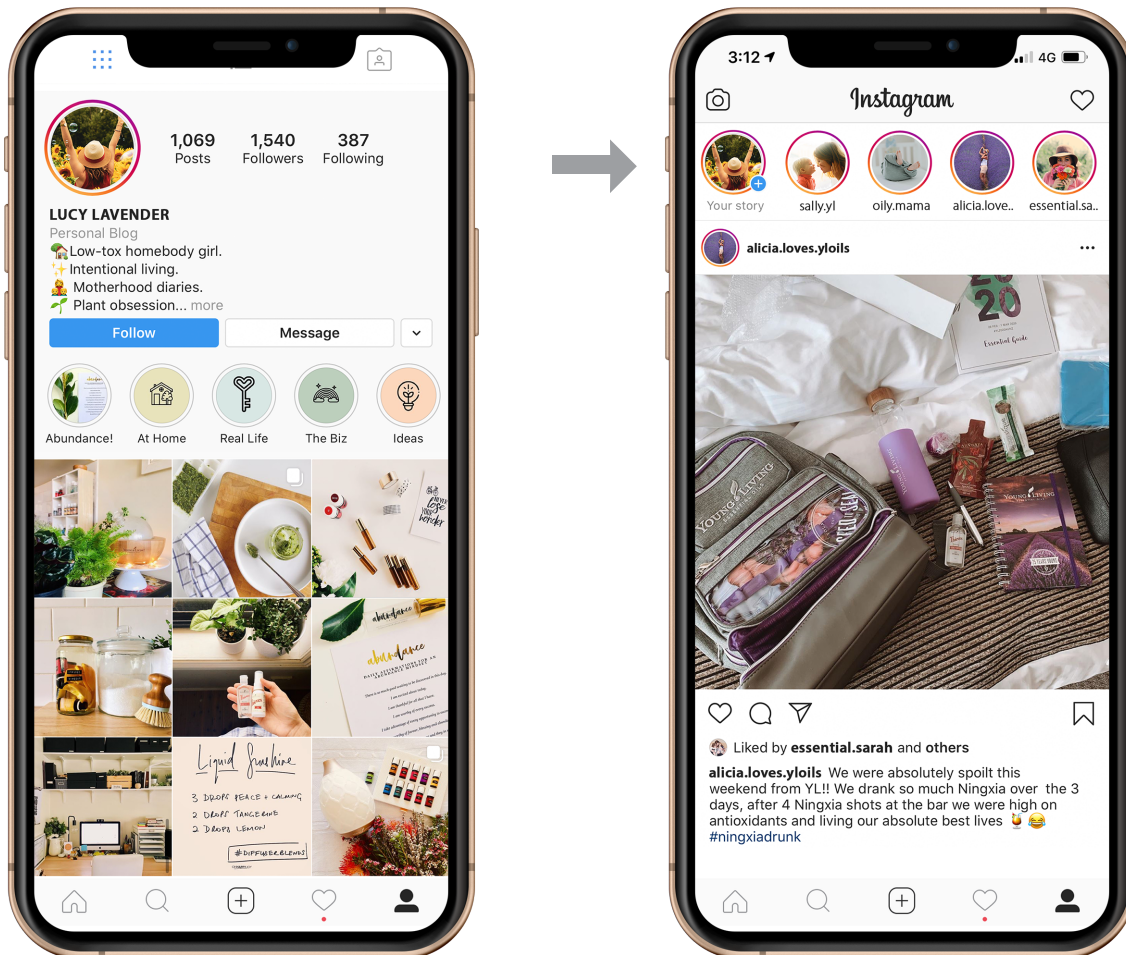
Hashtags become the marker of a search engine, and they are the link that helps others to find and connect with you. If someone is searching and has common interests, they are likely to discover your hashtag if it is partnered with similar or desirable content.

Hashtags can be unique so, creating your own and repeating them will help optimise the chance of people finding you. Hashtags should reflect YOU and speak to YOUR unique Brand. 5-10 per post will optimise others finding you, more than this can be a waste. Hashtags for an event or location help make the post unique and relevant. Be creative and enjoy! Who knows how many new followers you can tag. #anotherdadjoke

# INSTAGRAM STORIES

An Insta story shows up at the top of a Follows Page as a small circle. They highlight the story of the day and are usually a video which will disappear after 24 hours. Often, they consist of a 15-second video and images – they present a fantastic opportunity to engage others. They have the power to represent you, providing a snapshot or glimpse into your life. Have fun with these, keep them authentic and brief.

Add your Insta Story to a highlight reel in themes e.g. DIY, essential oils, join my tribe etc.



## CREATING YOUR INSTA STORY

On your Instagram Home page, open the camera via its icon on the top left corner. Take a photo (via Normal) or upload a short video (via Hands-free), add text, Gifs, questions or comments or polls to make it interactive and fun.

### TIP

Download an app to help like Hootsuite, CutStory, BeeCut or Boomerang to record, edit and compress your clip for uploading.

**How to use Hootsuite:** <https://blog.hootsuite.com/social-media-video-specs/>

### How to Use BeeCut:

[www.youtube.com/watch?v=gbJEW44fpYU](https://www.youtube.com/watch?v=gbJEW44fpYU)

### How to create a Boomerang or Gif:

[www.youtube.com/watch?v=T5Q2ytp5FkU](https://www.youtube.com/watch?v=T5Q2ytp5FkU)



## TOPICAL CONNECTIONS

- Instagram is the easiest platform to have direct conversations. It is the perfect way to open a door for networking and meeting others.
- Comment regularly and be one of the first to engage, this will help you be more visible.
- Connecting privately is also a great tool, so send DM's to elicit a private conversation. Be sure to check your private messages (both Primary and General) plus private requests daily!

## CONTINUALLY POST TO EXPAND YOUR AUDIENCE

You can do this organically on both Facebook and Instagram, the better engagement, likes and followers, the better the chance that you can connect directly, which can pay off in interest on what you have to offer from a YL point of view.

Post regularly. Not posting is a sure way to have people 'unfollow' you, so be consistent.

Creating your own Brand and being true to yourself and others will hold you in good stead. Create posts that reflect YOU and give people a reason to follow you by providing interesting and engaging posts. Remember to Entertain, Educate and Inspire! Have fun with it and be bold, you have a world of 'liker's out there just waiting to connect.



# JOIN THE *Tribe*

## GROUPS

Facebook Groups are a great place for connecting with others with similar likes and interests. It's the perfect medium for expanding your network. Be sure to be authentic and interested, as opposed to gate crashing a group to solicit new contacts, sales or members. It's a relationship platform. A place where like-minded people can safely share and engage with each other. Sincerely get to know people. Over time, with clever posts you can easily attract interest in what you do and why you love YL sooo much. That's when Private Messages (PM's) are most useful, so you can connect with and discuss offline with those whose interest you have piqued.

Join our Young Living Go Getters group for fantastic business building tips as well as networking with other members, competitions and more!



Join the Young Living Go Getters Group  
<http://bit.ly/2QCoRvx>

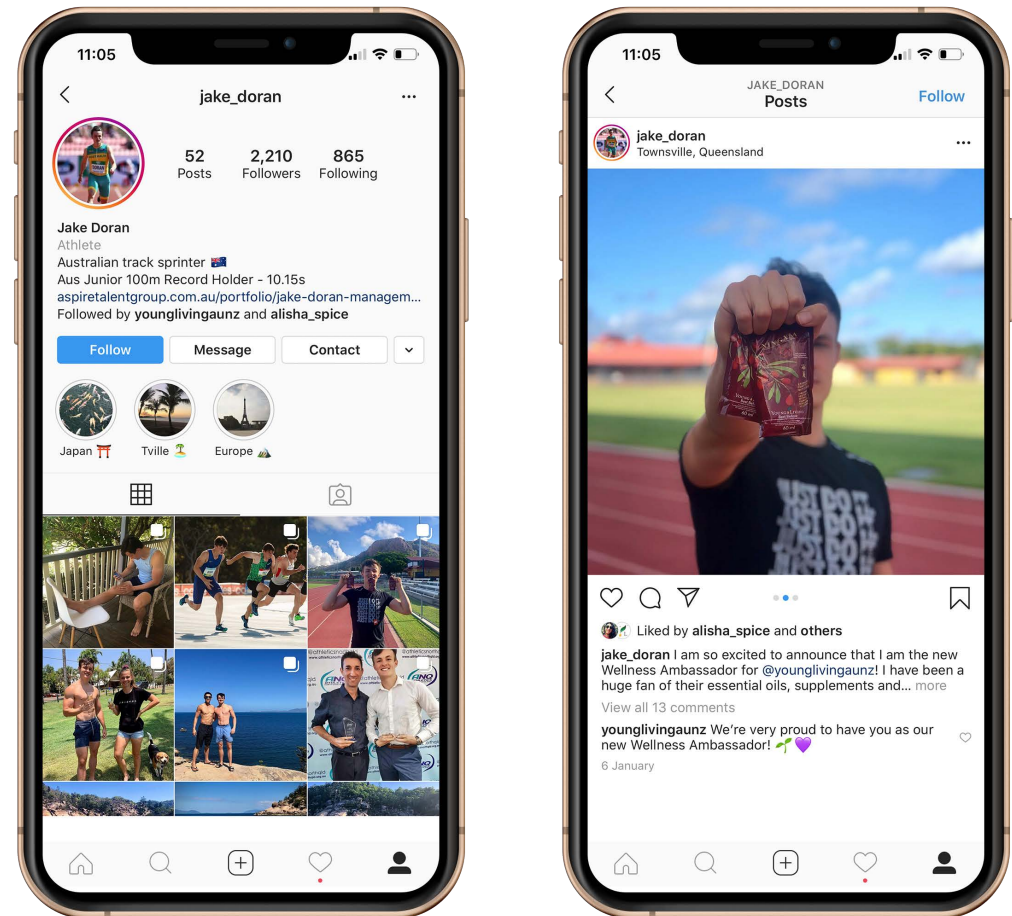
## INFLUENCERS

Instagram is bursting with Influencers - individuals that have established credibility and trust with their audience and have the power to influence thoughts, emotion and action. Find others with similar likes and follow them. Be sure to comment on their posts and connect, you will find others will do the same and will open up a new network of followers with similar interests.

### TOP TIP:

Hashtags will connect you to opinions and brands you may be interested in so use them in your search. Be sure to check them out and if authentic and appealing begin to follow e.g. search: #oilers #oilylife #wellness

A great place to start is by following our new **YL Ambassador** on Instagram **@jake\_doran** the Australian Junior 100m national champion.



@jake\_doran

# INTERACT AND ENGAGE

## INTERACT WITH OTHER PEOPLE'S POSTS

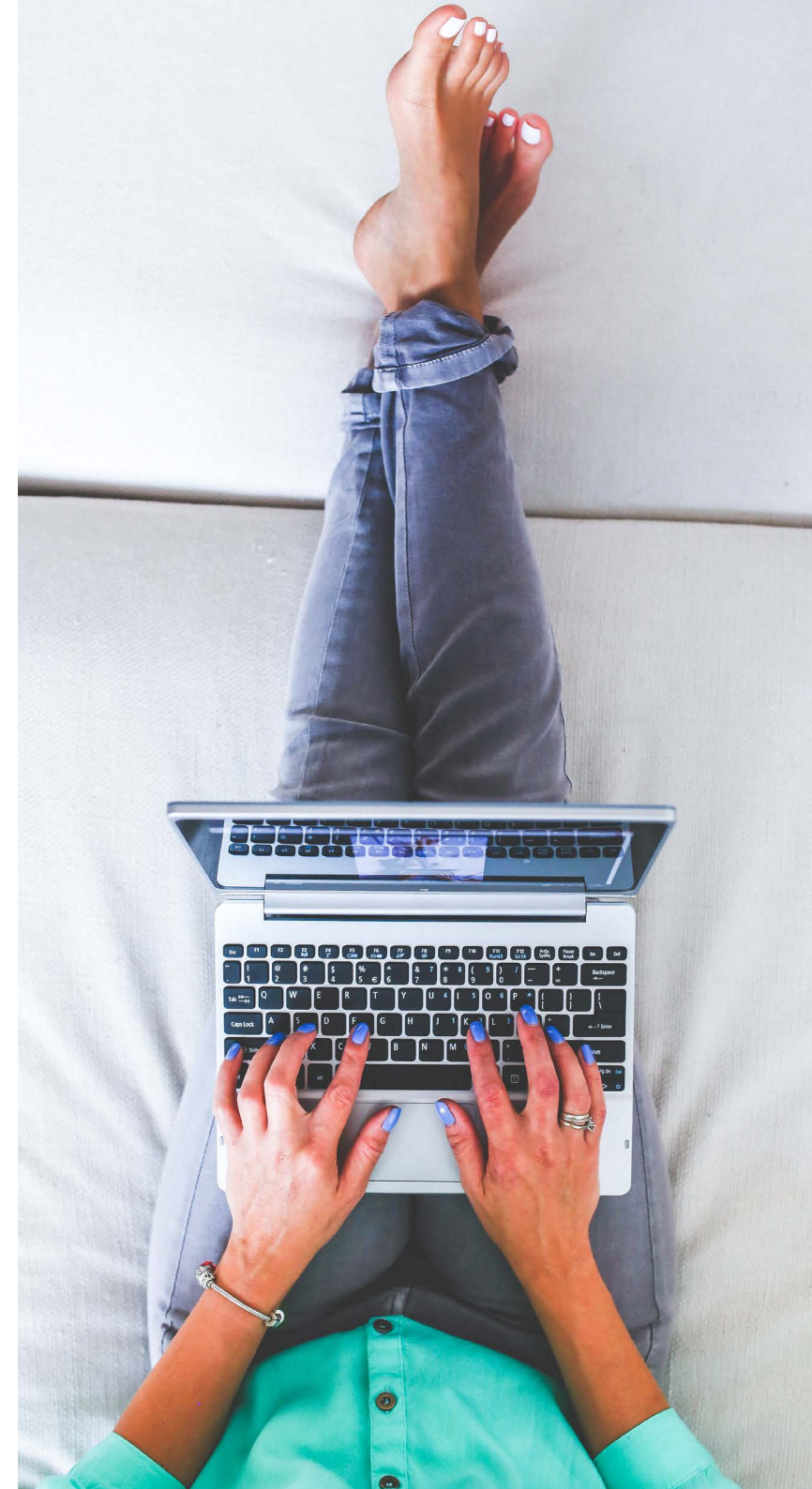
Instagram is bursting with Influencers - individuals that have are actively interacting with Influencers, Bloggers, Brands and group posts you are putting yourself out there. A good tip is to search and like half a dozen brands that appeal to you and interact. This will expose you and YOUR brand to others in a 'Like Type' forum. You will get feedback and comments, and this can connect you with others who resonate with you and your brand.

## AUTHENTICALLY ENGAGE WITH OTHERS

Be sure to be sincere and genuinely interested in others as you friend them and post comments, tell them why you like what they wrote or posted and be authentic. Feel free to Direct Message (DM) them if you want to be specific and not share openly what you want to say. It's all about 'relation-shiping' and the deeper the level of engagement, the more genuine the 'friendship'.

## ENGAGE WITH NEW PEOPLE

To build your Instagram account followers as well as to follow, entice them to follow you back (i.e. to explain how to use and apply YL oils etc). Pose a question, set up a mini-competition or giveaway offer. Then ask if they are interested in more info to DM you. Additionally, comment on their new posts or direct message them on their stories, That way, when they message back, they also get to see your profile and hopefully follow you back.



# general tips

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Remember to reciprocate comments back to those who have commented on your posts.

Use good resolution on videos and images where possible – quality matters. Oh, and be sure that if you use a stock image that the watermark is not visible. Consistently Post, Interact and Respond. Be authentic, be creative, have fun and enjoy!

When someone likes your post or has commented, be sure to check their Bio and what their Brand stands for. You want to see if this is someone you would like to expand a relationship with. The test is in the authenticity of the connection, do they want something, are they pushing something? If you are looking to use Social as a platform to expand your YL business, others are doing the same with their companies and Brand. Always revert to DM if you are unsure how to extract further information about WHO you are connecting with. If someone likes or friends you, an opportunity can open up to connect deeper, it is always a choice, but can be rewarding.

Instagram and Facebook's algorithms work so that the more you interact and bring people back to the platform, the more your content will be shown.

## TIPS FOR YL COMPLIANCE

Instagram has a setting so we can comply easier with YL compliance.

Settings > Comments > Disable list of words: add in all the hot words like cure, specific disease states...etc. That way those words can't be added to your feed.

You are responsible for all content within your communication channels. If someone asks what oil or product you would recommend or that is good for a nasty cold they have. Unless you are a licensed medical professional, you are not able to comment and say that a Young Living product will help them. If someone's comment is not compliant, be sure to hide or delete it. This applies across all aspects of your social media including closed groups, private pages, and private or direct messages flow.

Create relationships outside your personal organisation founded on wellness, motivation and support and always make sure that the new members you enrol are not currently enrolled within another organisation of Young Living. If they already are a member let them know they should work with their active upline for any additional support and training they may need.



## SCHEDULING CONTENT ON FACEBOOK OR INSTAGRAM

A fantastic time saving and free tool is Buffer. Buffer allows you to schedule your posts on Facebook and Instagram. You won't have to log into multiple places.

Buffer has a free plan! You can add 1 account from each social network and the tool is completely free.

While building your business you may want to spend half a day per week on social media scheduling.

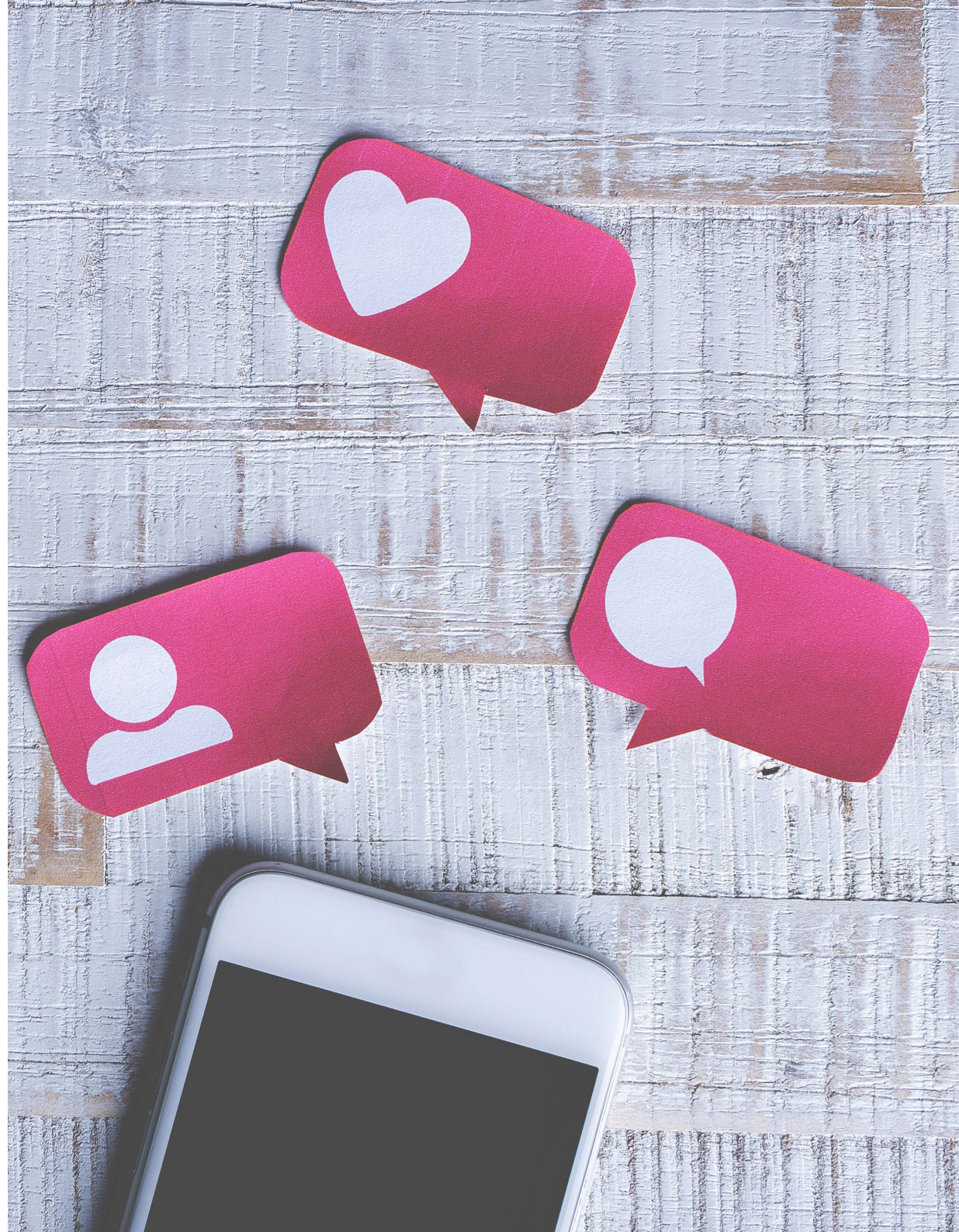
Facebook has in-built scheduling for Business Pages - just go to Publishing Tools at the top of your Facebook Page, or on mobile, once you've created your post and hit Next, you can choose whether to 'Post Now' or 'Schedule'.

The Preview app has a wonderful scheduling tool, and allows you to layout your posts first, then schedule them in order.

## HOW TO USE BUFFER

Watch this video on YouTube which explains how Buffer works and how to use it.

<https://www.youtube.com/watch?v=L7MJs9lclvQ>





## GRAPHIC DESIGN 101

How do you create graphics as a beginner? If you don't have Photoshop or graphic design skills, there are now plenty of free apps available where you can easily create your own unique and eye-catching designs.

Find graphics and images and add them to your camera roll:

- [Flickr.com/Photos/YoungLivingAustralia](https://www.flickr.com/photos/YoungLivingAustralia/) – A photo album with product shots and promotions.
- [Young Living Share App](#) – Allows you to send graphics with your Enroller Link to really help grow your business.
- [Share our YL social channel graphics](#) – Simply sharing or reframing our current promotions is an easy way to share the YL story. New members may find you on our Facebook or Instagram channels.
- [Young Living Australia Blog or Young Living New Zealand Blog](#) - Learn tips and tricks, DIY's, that you can share with your social media community.
- [Unsplash](#) – Royalty free images.

## APPS TO TRY

- [Boomerang](#) - FREE and available on the App Store. Create quick videos that loop around for fun.
- [Canva Story Templates](#) - An app with beautiful template designs that are easy to use. *\*iOS only.*
- [Canva](#) - A web app to help you superimpose and add text.
- [Hyperlapse](#) – FREE way to make super-fast videos. Great for speeding up DIY videos and available on the App Store.  
*\*'Microsoft Hyperlapse' for Android*
- [Instagram & Facebook Filters](#) - Have fun with the filters. Try a glitter or add a few gifs to make it eye-catching.
- [Layout from Instagram](#) - FREE and available on the App Store. Create layouts using several photos, flip, add borders and easily share to Facebook and Instagram.
- [Planoly](#) - Create content, to preview images in context before you post.
- [Snapseed](#) - Find images and add any text you like, click on tools, text, add title!
- [Superimpose](#) - Pick a background (for example Christmas), superimpose our Healthy Homes Starter Kit, use transform to place the image, press home, press add to camera roll.  
*\*\$1.29 for Android*
- [TouchRetouch](#) - An incredible way to remove unwanted content from your photos, such as an electrical wire or a photo-bomber!



## THE PROOF IS IN THE CONNECTION

As you build your brand and follow the basic connection and posting rules you will experience a spike in engagement. This will come with consistency, so patience is a virtue. Remember content needs to be interesting, varied and representative of brand YOU. Constantly evaluate your Posts and engagement and develop your own formula from the tips above that work best for you.

Use this as a guide for expanding your interactions and for networking your YL business!  
Have fun, enjoy and happy connecting!



Visit [YoungLiving.com.au](http://YoungLiving.com.au) or [YoungLiving.co.nz](http://YoungLiving.co.nz) to learn more.



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New Zealand: 0800 69 9536  
[custservnz@youngliving.com](mailto:custservnz@youngliving.com)

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