

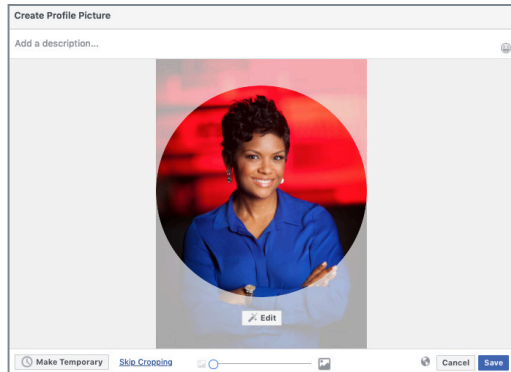
# Social Media Marketing FOR THE ACN IBO!



(These recommendations were created by ACN Marketing & Business Ethics. As always, please ensure all social media posts related to your ACN business meet the standards outlined in the ACN Policies and Procedures.)

## STEP 1

Set-up your profiles to market your business effectively



### Facebook

- Attach creative to each post whether it be image, gif, or video. Make sure that the creative is of high quality in order to display the highest professionalism.
- Be sure your name is displayed as your first and last name so potential prospects & customers can find you - avoid using unfamiliar nicknames as your profile name. Please do not have "ACN" in your name on your facebook page. You may only detail yourself as "ACN Independent Business Owner" on your profile.
- Put your personal website in the About section - ensure all your friends & followers know about your ACN business by including your personal ACN website (ie. lastname.acnibo.com) in the "Contact & Basic Info" section of your profile.



### Instagram

- Attach creative to each post whether it be image, gif, or video. Make sure that the creative is of high quality in order to display the highest professionalism. Like with Facebook, make your Instagram profile photo one that is friendly & engaging, but it is best that it is just you featured in the photo. You want your prospects to be able to recognize you.
- Ensure your name is displayed as your first and last name so potential prospects & customers can find you. Unlike Facebook, your handle is prominently featured on your

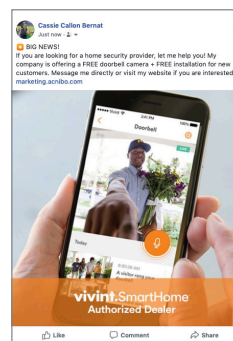
Instagram posts so ensure your handle is as close to your name as possible, if your name is already taken. We know you love the Broncos, but @broncoslover is not an easy way for prospects to find you or recognize your posts in their feed.

- Ensure your bio reflects you - use the open space of your bio to tell potential prospects & customers about yourself and ensure you include your personal ACN website.

## STEP 2

Use each profile with the platform specifics in mind.

- Facebook is perfect for marketing your business because you can include links in all of your posts, and you should! Whether it be promoting the latest Vivint SmartHome promotion or sharing the news that your company was featured on Inc. com, every Facebook post is an opportunity to engage a prospect and promote your business and your company.
- Instagram is a great way to highlight your business in a visual way - get creative and share with your customers an update on your business using a selfie video created in Instagram. Be sure to give the details of the update in the text of your post and reference your link in your bio (where you placed your personal ACN website!).
- Once you have 10K+ followers on Instagram, you may be able to utilize the swipe up feature on your stories. If you are able to use this feature, you should reference your story in your feed posts in order to drive people to a specific URL as an endpoint.
- Instagram is also a great place where you can share videos on PBRs and home meetings. Everyone started from a PBR in a coffee shop or living room meeting, so it's a great way to remind your team of where they started or to show prospects that is it that easy to get started.



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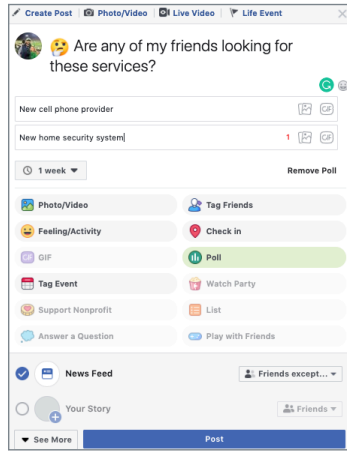


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## STEP 3

Let your creativity shine!

- Get creative on Facebook - Facebook has so many ways you can engage with your friends! Have you tried going Live on Facebook from an International Event? Or how about at a team meeting? It's a great way to give prospective IBOs and/or customers a peek behind the curtain into your business and what it is like to work with you. Plus, video content on Facebook and Instagram is more engaging than a static image and will increase your overall reach compared to just an image.
- You can even ask your friends to engage with your posts by posting a poll!



- Instagram Stories are an integral part of any person or company's profile and should be utilized as such
- You can also go Live on Instagram Stories and all your followers will be notified that you are live - you could live stream Saturday training to show prospective IBOs all the support and training that is offered.

## HOW DO YOU KNOW IF WHAT YOU ARE DOING IS WORKING?

Start paying attention to your likes & comments! If you received more likes & comments on a video you posted versus a news article, that means your friends & followers like videos better and you should post more of them.

This resource only focuses on Facebook & Instagram for marketing your business on social media, but if you are interested in learning more about marketing on Twitter or any other social media platforms, please direct message us. We're here to help with any of your social media marketing questions:



@acninc



@acnnews



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# COMING SOON!

**Looking for additional support for marketing your ACN business on social media?**

We will be featuring monthly social toolkits to help highlight specific products and initiatives on your profile via the website and AiAs. Stay tuned!