






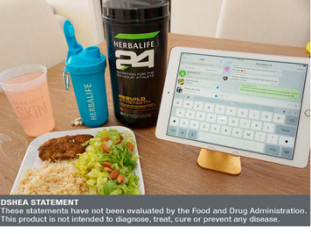


Thank you for joining us for this Herbalife training about getting started on social media to grow your business.









## What We'll Cover Today



- Which accounts to use
- Distributor examples
- Tips




**DISHEA STATEMENT**  
These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.







Here's what we'll cover today. First, we'll talk about the different kinds of social media accounts out there and which ones could make sense for you. We'll show you some examples of how distributors use social media and even hear from a few about which ones they love using for their Herbalife business. We'll also go over some tips for getting you started.

**Your Customers Are on Social Media**

- People trust other people
- Health and fitness communities
- You have the power to influence

The collage features several elements: a woman's face on the left; a central graphic with the text 'BUILT ON SELF SUCCESS BOSS'; a man flexing his muscles in a gym; and three social media posts. The top-left post has 2,007 views and comments like 'xgjinia... When you're loving your results'. The top-right post has 280 likes and a quote: 'ceterbachs... not... just You yourself, as much as anybody in the entire universe, deserve your love and affection.' The bottom-right post has 251 likes and a motivational message: 'martinmeto: BE STRONG - BE ALIVE - BE HERBALIFE!'.

One of the biggest reasons to start using social media for your Herbalife business is because your customers are already using it every day.

Many people use social media to get feedback from friends and family about potential purchases, or to share their experiences with different companies. In fact, recent studies have shown that one in three consumers in the United States are influenced by social media when making purchase decisions.

There are many Health and Fitness communities on social media where you can find inspiration and people like you who are going through similar health and fitness journeys.

Social media gives YOU the opportunity to connect with many people and share your journey. By adding your voice to the conversation, you can influence others and make a difference!

## Distributors Love Social Media

Use what works for you!

Facebook Instagram Snapchat WhatsApp Telegram

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As you'll see throughout this training, Herbalife distributors love using social media for a number of reasons. There are many platforms available, but some of the most popular include Facebook, Instagram, Snapchat, WhatsApp and Telegram. Each one works a little differently, but all allow you to showcase your life, share information about Herbalife and connect with your customers. As you're first starting out, choose one or two and focus on mastering those. It's not necessary to be an expert at every type. You should stick to ones that work best for you!


**Choose a Platform That Works for You**

Let's hear from others about their approach to getting started on social media.

Click on the link to watch the video:  
[Favorite apps for Social Media Business/Building Your Brand](#)


HERBALIFE NUTRITION


Let's hear from others about their approach to getting started on social media.  
*[play distributor video]*





## Create Your Profile

- Name or username
  - Do not use Herbalife or its trademarked products in your handle/name
- Photo
- Bio/about section
- Disclose that you are an Herbalife Independent Distributor
- Your contact information









Once you've chosen a social media platform to focus on, the next step is to create, or review, your profile and complete your personal bio.

As a general rule, it's best to use your real name as your handle. It's okay to choose something a little more creative for Instagram.

Remember that it's Herbalife's policy to not include the "Herbalife" name, trademarked products or any variation of the company name as your profile handle.

When it comes to your profile photo, choose something fun that reflects your personality. Selfies are great and can be formal.

Your bio description should also reflect your personality and be individual to you. It's great to include your interests.

And finally, if you use social media to promote your Herbalife business, you'll need to include that you are an Herbalife Independent Distributor somewhere in your bio.



You may see the success others are having on social media and wish to duplicate it. The key to success with social media is to be yourself! You can duplicate the Herbalife philosophy, but remember YOU are what's going to make your accounts unique. Be inspired by what others are doing. Resist the urge to copy and paste and be YOURSELF and share YOUR journey!

**Success Takes on Many Forms**

Let's hear from others about what success looks like on social media.

Click on the link to watch the video:  
[It is important to use your own voice in Social Media](#)

HERBALIFE NUTRITION

Let's hear from others about what success looks like on social media.

*[play distributor video]*





Now that we've covered the basics for getting started with social media, it's time for you to put them to use! Here are some steps you can take right now: First, if you haven't already, set up a social media account. Second, explore an app or social media account you're not as familiar with. Perhaps it's Snapchat or Telegram – it's your choice! And third, if you have an active account, revisit your bio and incorporate some of your personal interests, making sure to follow the Herbalife policies.



Thank you for watching this Herbalife training! We hope you'll check out more of the social media trainings!