



**HERBALIFE  
NUTRITION**

# GUIDE TO facebook



## Identify

**Identify yourself as an Independent Herbalife Member.** Include your real name and contact information to stay within Herbalife social media guidelines. Do not use "Herbalife" or any logos, tradenames or trademarks.



## Pose

The first thing people will see is your cover photo and profile picture. **A good-quality photo always attracts more attention!** The best ones we've seen include a friendly face in Herbalife apparel.



## Engage

Interact with Herbalife on Facebook by liking [Facebook.com/Herbalife](https://www.facebook.com/Herbalife). You can share all the news you see on our official page with your friends.



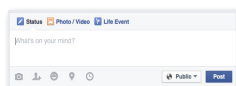
## Interact

**Comment on other people's status updates by offering advice and encouragement or giving someone a reaction.** People will build a stronger connection with you as a result. Avoid pushing your own business out of context or people are likely to unfriend or ignore you.



## Create

**Create compelling status updates and share interesting photos, links and videos to encourage conversations with your audience.** Think about how you want to talk to your connections before posting anything. Ensure your posts are always in good taste, follow Herbalife established social media practices, show yourself looking your best, and help make the Herbalife brand shine!



## Relate

Help people feel they have a connection with you by creating back and forth, honest conversations. **Be friendly and professional.** Always. Remember you must comply with Herbalife® product, weight-loss and income claim rules at all times. Find out more on [MyHerbalife.com](http://MyHerbalife.com).



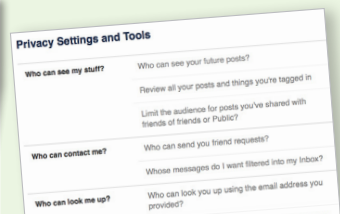
## Share

Include personal information on your profile description. **People want to connect with you as a person before talking business.** Share your interests, hobbies and any other fun facts on your profile.



## Secure

**Check your privacy settings** to make sure that only information you want to make public is viewable by everyone on Facebook. Think about restricting some of your details to only your "friends" or "friends of friends."



## Connect

**In time, you'll build your connections on Facebook.** Consider joining Facebook groups and events in your area to build your local connections. Facebook is a great place to document your personal results and connect with friends who are interested in participating in healthy activities.



## Promote

**Let your contacts know that they can find you on Facebook.** A great way to spread the word is to include a Facebook icon that links to your Facebook page on your email signature.



## Consider

Think about all your posts carefully before publishing. Once you have put something online, it's out of your control. Social media is exciting but sometimes **face-to-face conversations are more appropriate.** After all, in-person conversations are critical to Herbalife success and social media should never be your only form of communication.



## Deliberate

Put in the effort and think of each of your posts like a short but thoughtful email to your online connections. **Quality is more important than quantity.** And if you decide Facebook isn't for you then that's okay too. We must all find our own way to add a positive influence to people's lives.



Like [Facebook.com/Herbalife](https://www.facebook.com/Herbalife) for motivating updates from Herbalife