








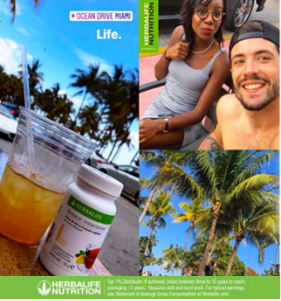
Welcome to today's Herbalife social media training on how to gain interest and attract people to join you.

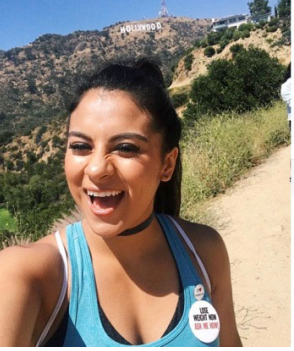






What We'll Cover Today





- Write posts that generate interest
- How to take great photos
- Using hashtags











Today we'll review how to write posts that generate interest, tips for taking great photos and using hashtags to add personality and help more people find you.

Keys to Writing a Great Post

- Stay true to your own voice – be authentic
- Being inspiring and motivational for your audience
- Use emojis for fun

How to Come Back from a Gym Hiatus

Whether an injury, illness or overbooked social life is to blame, having to revert to square one at the gym can be HARD. Here are few tips to make your transition a little easier!

1. ACCEPT WHERE YOU ARE AT: Don't try to pick up where you left off just because you think you should be in a better shape (a recipe for an injury). Remember, you are starting over. YOU WILL BE weaker and slower and that's 100% OK. Be KIND to yo yo yo and ease your way back up. ... See More

I've posted a video like this. I wouldn't have worn my home. I've transformed. I'm confident! 🥰 Thank you, @xandria.michelle encouraging me to fit into my old jeans. I'm grateful for introducing me to the best life ever. I love with Herbalife and no one can change my mind or without you. 🌱 Global Impact here we come.

HERBALIFE NUTRITION

Let's talk about things to think about when writing social media posts to best engage with your audience.

First and foremost, it's always important to stay true to your own voice! You can be professional, but try to write as if you're talking to a friend. You always want your posts to sound like you.

Second, use social media as a tool to inspire and motivate your audience.

Write in a way that shows your enthusiasm and passion for Herbalife, and the journeys of all your customers. You can see these examples have great energy and excitement about what they're sharing. If you're genuinely excited about something, your audience will pick up on that and be interested.

Third, emojis are a great way to add fun and personality to your posts.

What to Write About

- Document your journey
- Celebrate your clients and team
- Recognize their achievements and results
- Recipes
- Workout routines
- Share an inspirational quote
- Your likes and interests

HERBALIFE NUTRITION

Many new Herbalife distributors wonder what to write about on social media when they're first getting started. The possibilities are endless! but here are some ideas for inspiration.

First, document your journey. Showing your audience how you live a healthy lifestyle and use Herbalife products in your everyday life is a great place to start.

As a distributor, you can use social media to build up your customers and celebrate their achievements. Share their photos with an inspirational message about a milestone, fitness or business goal. It's like giving a virtual high-five to people in your community.

People love new healthy recipe ideas – especially if you've personally made it and love it. Have you tried a new healthy dinner recipe? Share it! Do you have a go-to Herbalife snack you like to eat before workouts? Tell your audience.

You can also document your workout routine! share a picture from a group fitness class, or a selfie of you lifting weights or even running!

Quotes can inspire your network. Placing images with words over them is a great way to motivate your followers! and gives you some variety to what you post.

And finally, remember that at the end of the day, people follow you for YOU. Share about your likes and interests -- whether it's your family, a favorite sports team, music you love – anything that you're passionate about.

Notice What Your Followers Like

The collage features several key elements:

- Top Left:** Social media icons for Twitter, Instagram, Facebook, and Snapchat.
- Center-Left:** A woman flexing her arm in front of a classical building. Below her is a Facebook post with a Herbalife Nutrition logo and the text: "I wish you all a happy day and hope you find your way in this life, that makes you and your surroundings happy day by day...".
- Center:** A quote by Steve Jobs: "WHATEVER YOU DECIDE TO DO, MAKE SURE IT MAKES YOU HAPPY TOO." with a background image of him.
- Center-Right:** A woman holding a water bottle in a blue tank top, with a smartphone overlay showing a photo of her.
- Right:** A Facebook post with a blue background and text: "Our proliferating some dope vibes with my GUS...".
- Bottom Right:** The Herbalife Nutrition logo and a small number '5'.

It's also important to notice what kinds of posts your followers like. Once in a while, look back on your posts to see which ones received the most comments or likes, and use that knowledge to help you decide what kinds of posts would be great to focus on moving forward. You could also post a question to your followers asking them what they like best.

What Makes a Great Photo or Video?

- Lighting • Background • Framing • Your personality

If you use photos and videos on social media, your audience will find them more interesting and engage with you more than just a text-only post. Let's talk about what makes a great photo or video.

First, good lighting is everything! Using natural light, or a well-lit area, will help make sure your photo or video is clear and easy to see.

Take a look at what's in the background before you shoot to make sure there's nothing distracting.

Also, think about how the subject of your photo is framed and cropped. For example, if you're posting a photo of a shake, a good tip is to have a lot of space around the subject rather than having it fill up the entire image. All of the photos you see here showcase good lighting, a clean background and framing that is pleasing to the eye.

And lastly, remember that in the end it's about loving what you do and making that shine through in your photos. It's okay if your photo or video isn't perfect.

While all of these tips are helpful to creating a great photo or video, what matters most is being yourself, sharing what's important to you, and making sure your personality comes through in your posts.

Photo Editing Tools

Don't spend too much time trying to make it perfect!

Built-in Tools:

- Smartphone editing tools
- Instagram & Facebook editing

Photography Apps:

- Filters: VSCO, Snapseed
- Collage: Diptic, Photo Grid
- Text over image apps: Word Swag, Photofy











Click [here](#) to view for filters and disclaimers



Let's talk about a few apps and tips for taking your photos to the next level. To start, many smartphones, like iPhones or Androids, have built-in editing tools that allow you to crop the photo and adjust the brightness and contrast. Play with these and see if you can make your photos even better! Some social media apps, like Instagram and Facebook, also have photo editing functions. They let you add filters, stickers and locations, which can be really fun!

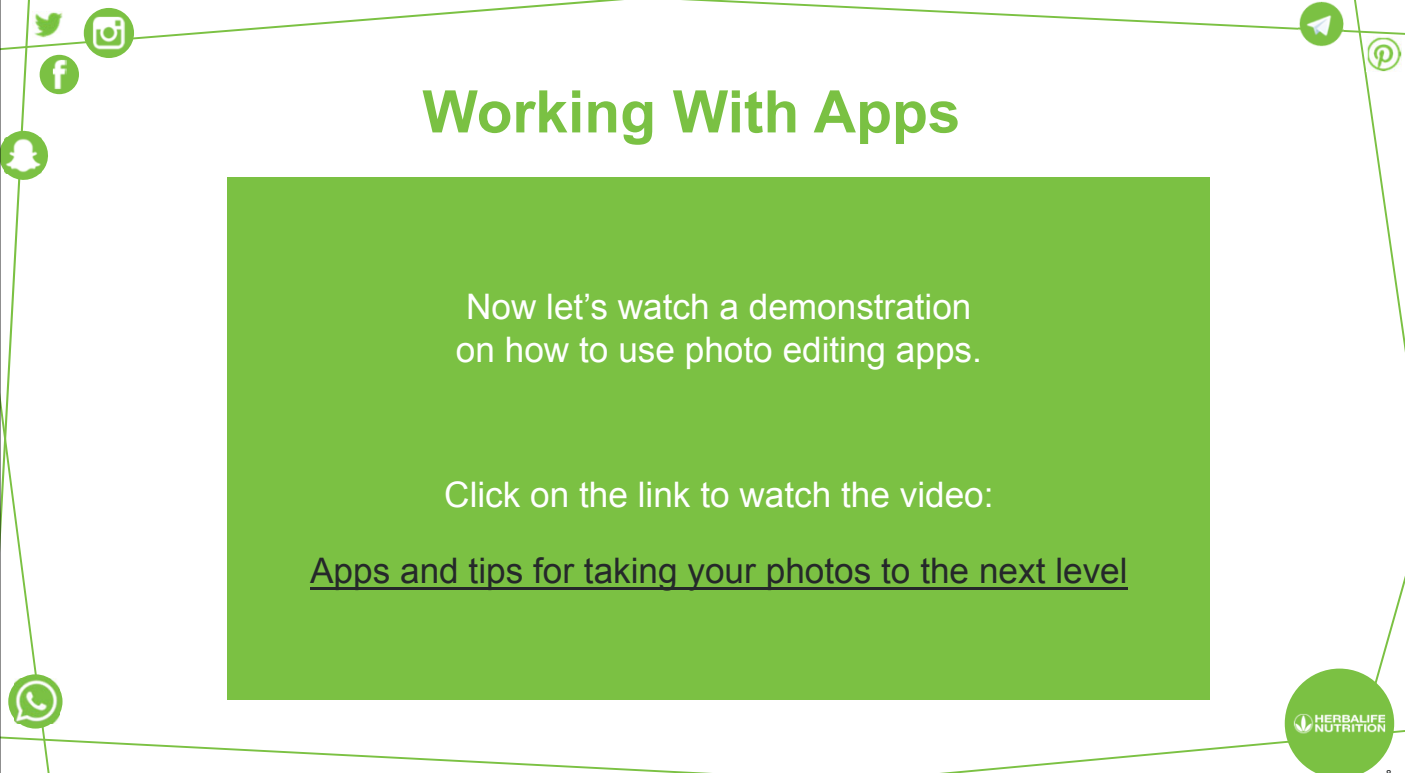
There are many different photo apps available for different effects. Let's talk about a few popular ones among Herbalife Distributors.

Many people like to use filters on their images to make them look more artistic. Check out the apps called V-S-C-O and Snapseed to see if you like what they offer.

You've probably seen images that have multiple photos within one image. The apps Dip-tic and Photo Grid are great for doing this. Many distributors use apps like these to create before and after posts.

And to add text over an image, try apps like Word Swag and Photofy. Both allow you to type phrases or quotes! and choose from cool fonts and colors to appear over an image.

As you can see, there are many photo editing apps out there. Try some of these to add an extra element of fun and personality to your posts.




Working With Apps

Now let's watch a demonstration on how to use photo editing apps.

Click on the link to watch the video:

[Apps and tips for taking your photos to the next level](#)



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Now let's watch a demonstration on how to use photo editing apps.

[Play distributor video]

Get Creative with Hashtags!

- Add fun and personality
- Organize pictures with personal/custom hashtags
- Include appropriate disclaimer language
- Click [here](#) to view approved #Hashtags

Now let's talk about hashtags and how you can add them to your posts. Hashtags are another great way to add personality. Notice the post that includes the hashtag "goal smashers" and hashtag "healthy living" at the end of the caption. We're going to give you a lot of great hashtags you can add to your posts in just a moment. But first let's talk about how they work. Hashtags can help you find more posts like the one you're looking at. If you tap on a hashtag, you'll see a new page with all the posts that have that same hashtag. They can also help you organize your pictures by using a custom hashtag. A personal hashtag is added for any image or video showing the distributor coaching others and demonstrating workout routines. Of course, don't forget to include appropriate disclaimer languages in your posts or images. And for more guidelines on using hashtags, head to the social media section of my Herbalife.com to find a complete list of do's and don'ts.

Hashtag Inspiration

- **For discovery**
 - #HealthyLiving
 - #Healthyactivelifestyle
 - #FitLife
 - #SweatEveryday
- **For connecting to community**
 - #Lovemyshake
 - #Herbalife24
 - #Herbalifecoach
 - #HerbalifeNutrition
- **Herbalife-specific**
 - #Herbalife
 - #WeDoHerbalife
 - #ILoveHerbalife
 - #Doitfortherebuild
- **Fun**
 - #BeastMode
 - #GetActive
 - #GirlsWhoLift
 - #WorkHardPlayHard

Now let's talk about different types of hashtags you can use and how they can take your posts to the next level.

The reason we call the first set here "Discovery hashtags" is because using them can help people discover you if they are interested in general health and fitness.

Examples include hashtag healthy living, hashtag healthy active lifestyle, hashtag fit life and hashtag sweat every day.

Community hashtags are often a common phrase used by a group of people or the name of a team or challenge. These are more specific than the general health and fitness hashtags and can relate to a smaller community within Herbalife, which can help people find others who are posting about the same experience.

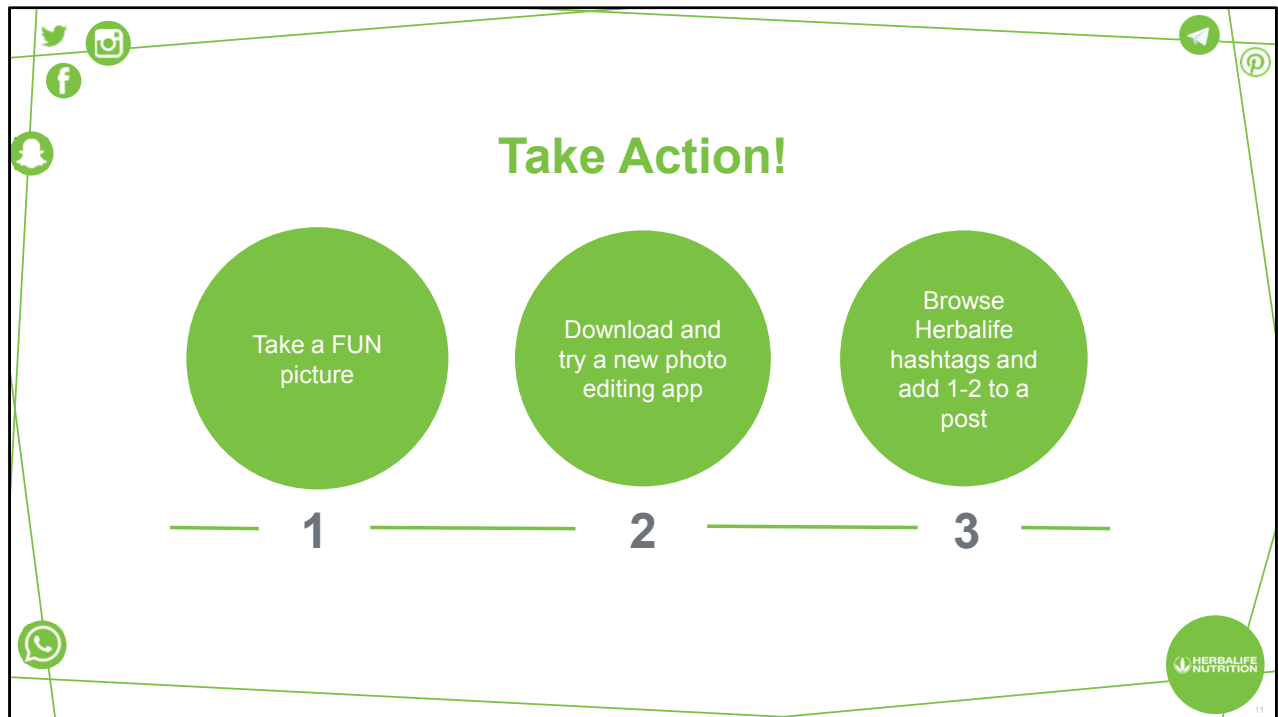
Examples of these include hashtag love my shake, hashtag Herbalife twenty four, hashtag Herbalife coach and hashtag Herbalife nutrition.

There are also popular Herbalife-specific hashtags that are used within the larger Herbalife community. Examples of these are hashtag Herbalife, hashtag we do Herbalife, hashtag I love Herbalife and hashtag do it for the re-build.

And finally, people use hashtags simply for fun. Like these examples! hashtag beast mode, hashtag get active, hashtag girls who lift and hashtag work hard – play hard.

Remember that choosing which hashtags to use is up to you. Take any of the ones listed here as inspiration... or go out and create your own!

At the end of this training, you'll have the option to download this slide to keep for future reference.



Now it's your turn to take action and try something new!

First, use the new skills you learned about lighting, framing and more to take a new photo to use on social media.

Before you post the picture, download and try a new photo editing app to add some fun and personality to your image.

Finally, browse through some of the Herbalife hashtags we covered and add one or two to your post.

Now you're ready to post your image!



Thank you for watching... and be sure to check out the rest of the Herbalife social media trainings for more tips and guidelines.