

Choose	Identify	Build	Caution
<p>Social platforms are always changing. Consider trying a few to find the best ones for you like Facebook, Twitter, Instagram, YouTube, Google+ or LinkedIn. Maintaining a profile takes time, and it's bad etiquette to abandon an account if you decide you're overstretched. Don't create accounts without giving due consideration to the work involved.</p> 	<p>Proudly show everyone that you're an Independent Herbalife Member. Use the profile photo and biography areas fully. Do not use the word "Herbalife" or any Herbalife® product names or trademarks in your account name or profile name.</p> 	<p>Find connections with common interests who value your opinions. People respond best to human interaction. Be authentic—set yourself apart by telling people about the real you. Consider using your account to document your personal results or encourage participation at local events where you can meet in person.</p> 	<p>Check and check again before posting something online. Keep in mind that unless you put restrictive privacy controls, your updates are public. When in doubt, consider communicating by phone, text or in person if possible.</p> 
Comply	Plan	Monitor	Promote
<p>Use common sense; protect yourself and Herbalife when you're posting on social media. Stick to the Herbalife social media guidelines, which can be found on MyHerbalife.com.</p> 	<p>Prepare content ahead of time, with a schedule that sends out your posts on a regular basis. If you're providing good quality content (and not being too pushy), people will stick around for more.</p> 	<p>Be ready to receive comments and questions on your updates. It's best to respond to questions and thank people for positive comments within 24 hours. If you see something negative, then delete or ignore it. Social media is not the place for arguments so always take the high road.</p> 	<p>Social media helps you connect with and stay in touch with new people. Let your existing contacts know that you are on social media by providing links to your account(s).</p> 
Measure	Commit	Enjoy	Enhance
<p>Use your time wisely. Every account you own deserves your time and attention. Now and then, look back at your older content to see what your audience responds to the best. The key is to set objectives and continuously strive to meet them.</p> 	<p>Set ground rules for your presence on social media. For example, you can commit to posting compelling content twice a week and analyzing your accounts once a month. Social media is a long-term, ongoing commitment.</p> 	<p>Social media is a rewarding platform to expand your personal connections and develop relationships. Be credible and professional, identify yourself properly and always use a positive tone. Remember to make time for personal one-on-one conversations, in person or on the phone too. Your contacts will appreciate the gesture.</p> 	<p>All your posts should be in good taste, enhance our Herbalife brand and comply with Herbalife rules regarding product, weight-loss and income claims. These can be found in your Herbalife Member Pack and on MyHerbalife.com. Independent Herbalife Members are not authorized to post on behalf of Herbalife.</p> 
			

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 Social media is a great tool but it's okay if you decide it isn't right for you.