

"Achieve Mastery in Every Aspect of your Business"

Three Best Practices in Social Media

Monday, July 6, 2015

- Dallas Area Business Training.... This Saturday July 11th, at 9 AM –12 PM at Mannatech Corporate offices or www.mannatechlive.com
- The next “Tuesday Night Live” meeting at Corporate Offices... is July 14
- Mannatech Social Media Badges coming this week.

Article by Meredith Berkich

1. Understanding how Network Marketing has changed, social media changing it as well
 - a. Will the progression of technology circumvent the importance of interpersonal relationships? Will the next generation become less and less interested in face to face?
 - b. Belly to belly is not going away! Power of word of mouth is stronger than ever.
But the social revolution cannot be ignored...to ensure networkers survive and thrive.
2. Where does social media fit, and how to make the most of the current realities
There are three Key best practices that will result in measurable accomplishments such as establishing authentic relationships and using the correct vehicle.

a. Relationships Come First

Success in this business is not about blasting impersonal pitches to old friends and contacts. Showing interest in someone when you want something can actually repel them.

Alternative: take your social list and explore the following:

- 1) How to use social media to build and maintain relationships without asking for anything up front.
- 2) How to provide value and support friendships through social channels
- 3) How to maximize special touch points with your potential prospects by updating and mining your list regularly.

So, put back the "social" in your media strategy...go back and build from the foundation you laid when you were a part of their life.

b. Know your Social Vehicle

You wouldn't use a toothbrush to stain the deck or paint brush to paint your teeth. So don't improperly communicate on a social media platform.

See the attached chart:

There is a reason there continues to be a growing number of platforms and it is to meet different needs. As a network marketing professional it is critical to use them right.

"True value through social media is obtained by connecting with the viewer in harmony with the foundational purpose of the site itself."

c. Stop Selling, Start Telling

1) The people most successful in this business care deeply about the members in their organization.

2) No more effective way to communicate the lifestyle and time freedom network marketing provides than telling stories they can relate to.

People catch the vision by getting tied to stories they have heard that brought life to possibilities.

"Effective story telling through social media, much like from stage, must be authentic, personal and succinct."

3) Posting motivational quotes: this is causing more "unfriending" or "unfollowing" than anything. People are looking for personal, authentic communication today.

People are looking to connect.

4) Start with snippets of the stories that occur regularly in your life and the life of your team, and be INTENTIONAL with your message, personal brand and design. Include brief detail that connects your life experiences in compelling ways that highlight what networkers have to offer to team members and prospects.

Fact based detail of your ongoing story to get their attention;

Feelings about elements of your story to invoke their emotion;

Inclusive language that connects with their desire to participate;

Inspiration providing hope in living a life of significance.

"Social media is a powerful tool, a vehicle to share the uniqueness of you through authenticity, effective communication, and a compelling message."

	SOCIAL SITE	UNIQUE VISITS*	DIALOG/THEME
		PURPOSE	
1	FACEBOOK	900 Million	Feeling relaxed in the Cayman Islands
		Emotional Connection	
2	TWITTER	310 Million	On the beach in Grand Cayman
		Fact Connection	
3	PINTEREST	250 Million	Recipe for frozen Royal Ambassadors
		Experience Connection	
4	LINKEDIN	225 Million	Multiple International Trip Achiever
		Competency Connection	
5	TUMBLR	110 Million	Perception of the Trip
		Blog Style Connection	
6	INSTAGRAM	100 Million	Photo showing all of the above
		Visual Connection	
7	FLICKR/VINE	65M/42 Million	Video showing all of the above
		Inclusive Connection	
8	LastFM, ASK.FM, Spotify		Listening to Bob Marley "Jammin"
		Audio Connection	

eBizMBA figures for April 2015