

12 week social media plan





Step 1) What do you want people to think about when they think of you?

- Healthy Living?
- Personal Growth?
- Exercise?
- Family Healthy Recipes?
- Travel?

Decide what you want to post about and keep your posts to a fairly narrow subject. You want your audience to think "I associate that person with XXX"

Step 2) How can you add value?

Adding value is key with every creation of content. Always ask yourself, is this helping people? Is it inspiring? Educating? Entertaining?

We have formulated this plan to give you ideas. Use it as a 'Pick and Mix' but stay YOU. People want your creativity and your experience.

You choose how regularly you want to post. Twice per week or every day - just stay consistent.

Step 3) Decide on your page Look and Feel.

Stick to a similar colour palette for graphics you are posting and consider this in each image. It is always more interesting to see images of YOU than images of just products. We love to see your face.



12 Week Social Media Plan

Month 1

Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	<p>INSPIRE</p> <p>Monday Mantra - affirmation for the day</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>YOU</p> <p>Introduction post Who are you? What do you love? Something we dont know about you?</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>EDUCATE</p> <p>Post your favourite smoothie recipe</p>	FUN or no post	FUN or no post
2	<p>INSPIRE</p> <p>Tell us about your biggest lesson so far and ask your audience what theirs is</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>YOU</p> <p>Tell us about a day in your life</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>EDUCATE</p> <p>Post a life hack that you think will help your audience</p>	FUN or no post	FUN or no post
3	<p>INSPIRE</p> <p>Share a client success story</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>YOU</p> <p>Who are your team? Family? Friends? Business team?</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>EDUCATE</p> <p>Morning Routines - What is yours?</p>	FUN or no post	FUN or no post
4	<p>INSPIRE</p> <p>What do you do to lift your mood?</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>YOU</p> <p>Tell us about your favourite product and how it makes you FEEL</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>EDUCATE</p> <p>Personal Growth - What is it and why is it important?</p>	FUN or no post	FUN or no post

12 Week Social Media Plan

Month 2

Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	<p>INSPIRE</p> <p>Monday Mantra - affirmation for the day</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>YOU</p> <p>What is your why?</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>EDUCATE</p> <p>Share a tip that helps people save time or money</p>	<p>FUN or no post</p>	<p>FUN or no post</p>
2	<p>INSPIRE</p> <p>Share a Success Story of a client or team member</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>YOU</p> <p>A recent learning curve from your personal growth</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>EDUCATE</p> <p>BE WELL MEMBERS CLUB</p>	<p>FUN or no post</p>	<p>FUN or no post</p>
3	<p>INSPIRE</p> <p>What can your audience do for more energy?</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>YOU</p> <p>Funny story that you have been through</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>EDUCATE</p> <p>Tutorial/ demo. Smoothie/ greens/ smoothie bowl/ skincare/ fizz cocktail. Be creative!</p>	<p>FUN or no post</p>	<p>FUN or no post</p>
4	<p>INSPIRE</p> <p>Your thought for the week. Your biggest lesson you've learned this month?</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>YOU</p> <p>What do you like to eat/ drink to start your day and why?</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>EDUCATE</p> <p>5 habits that will give more time/ confidence/ energy</p>	<p>FUN or no post</p>	<p>FUN or no post</p>

12 Week Social Media Plan

Month 3

Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	<p>INSPIRE</p> <p>Monday Mantra - affirmation for the day</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>YOU</p> <p>What is your favourite healthy habit?</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>EDUCATE</p> <p>3 reasons why it is a good idea to take supplements</p>	FUN or no post	FUN or no post
2	<p>INSPIRE</p> <p>Tell us about your favourite book and ask your audience what theirs is</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>YOU</p> <p>Tell us about the best and hardest thing you do?</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>EDUCATE</p> <p>3 ways to fit your personal growth into a busy life. How do you manage to fit it all in? Share some hacks</p>	FUN or no post	FUN or no post
3	<p>INSPIRE</p> <p>Share a client success story</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>YOU</p> <p>What have you learned recently and implemented that has made a difference to you?</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>EDUCATE</p> <p>One habit that could have a massive effect on your life</p>	FUN or no post	FUN or no post
4	<p>INSPIRE</p> <p>What songs are on your energy lifting playlist? Ask your audience the same thing</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>YOU</p> <p>Tell us something funny that has happened in your life recently</p>	<p>CURIOSITY</p> <ul style="list-style-type: none"> - Pain/ negative - Turning Point - Now 	<p>EDUCATE</p> <p>What is your evening routine and why is it important?</p>	FUN or no post	FUN or no post

Post Types



There are so many formats of posts available to you. This plan can be used for any post format. The best way to maximise your social media plan is consistency and variety. Engagement is King in social media so always ask questions and interact with your audience.



REELS

Reels are short videos which are fun to watch and they are the fastest way to get views on your content. They are a great way to showcase products in an interesting way. Keep your reels short, use trending audio and remember to reply to comments on your reels. This is a great way of improving your engagement on your page.

CAROUSELS

Carousels are a group of static images that can be scrolled through like a slideshow. This is a great way to group images together in one post like stages of a recipe or graphics about what is involved in the 30 Days To Healthy Living plan for example. These can be full of value and a great resource for people on your page wondering what you do.

IGTV

IGTV is where you can upload longer videos of over 2 minutes. When you do a Live video you will get the option to save it to your IGTV. These are great for interviews or a deeper dive into a subject area like 'Gut Health' or 'Why Protein is important' for example.

- Your story
- How you feel on 30 Days
- You making your smoothie
- Why you love Be Well
- Your recent event experience

LIVES

LIVE video is key when growing your following and engagement. You have the option to save your Live as an IGTV on your grid or on your page if you are doing it on Facebook. It is a great way for people to see the real you and feel like you are having a chat with them. Ask your upline if they will go live with you and book in a few Lives onto your page to get confidence with it.

STATIC POSTS

Instagram started as an image app but is now more of a short form video app, however static images still have their place. Make sure your images are well lit (outdoors has best lighting). And the best images have YOU in them.

- You at an event
- You with your family
- You with your smoothie
- A happy selfie

STORIES

Stories document your daily life. They don't need to be thought through, think of it like 'behind the scenes'. These are a great way to get to know your audience and to ask them questions and share yourself using the products.

Remember to use Polls, Question Boxes, Location Geo Tags and link sharing to maximise your story content. Talk to your audience -they want to see your face.

IMAGE GUIDANCE

Use images that show you feeling happier and healthier with more vibrancy and energy.

Use natural lighting where possible, outside or in front of a window will give you the best lighting.

If you would like to feature the products, make sure you are in the image too. Hold it, or have it next to you.



→ Curiosity Post Structure

The curiosity post is designed to help you share your experience with the Arbonne products so the first step is to start using them before you can talk about them.

Ask yourself/your new consultant these 3 questions and write down your thoughts:

1. Start with the Negative - People can relate!

List all of the yucky stuff about you felt before you did the 30 Days of Healthy Living.

Take some time to reflect on how you feel/felt and make a list.

Examples:

- You thought the brain fog was normal.
- You were sad.
- You were frustrated.
- You felt defeated.
- You felt hopeless.

2. What was your turning point - what made you decide to do this?

- Did you see your sponsor's posts?
- Did you decide you were sick and tired of being sick and tired?
- Did your family tell you that you need to do something about your health?

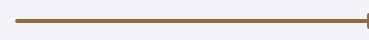
3. How do you feel after living these products?

It doesn't matter if you have been using them for 3 or 4 or 30 days.

How do you feel right now?

Please understand IN THE BEGINNING...no one is going comment or like. You may not get alot of interaction orquestions about the plan but with consistency and time that will come.

CURIOSITY POST - EXAMPLE 1



Curiosity Post

Pain. Frustration. My stomach burned and felt nauseous all the time. I was SO TIRED. I was moody. My brain was foggy and forgetful. I NEVER slept through the night.

And when a friend offered to give me some info to help, I said to her and to myself:

- ✗ "Following a diet isn't for me"
- ✗ "I'll just wear black"
- ✗ "This is just how it feels to get older"
- ✗ "I don't need new clothes, or date nights, or girls' nights..."
- ✗ "I'll start to eat better when things slow down"
- ✗ "I don't have time or money"

There were a million excuses, but the bottom line is that 1 I wasn't healthy, and 2 I didn't know how to change.

What I figured out was that I just had to take that first step. And when I did, I gained

- Health
- ✗ Energy
- Wellness
- Confidence
- Empowerment
- Community

- Emotional balance
- Motivation

When you pour into yourself, you can pour out to those you love & those who rely on you

- My next group is (Next Start Date)

Please friends, don't stand in your own way like I did for too long. I believe in you and will be with you every step of the way! Let's do this together!

You won't regret finding the best version of you!
I'm happy to help!

CURIOSITY POST - EXAMPLE 2



→ Curiosity Post

Having kids can be exhausting - who else can relate? amazing but exhausting 😊

When I became a Mum, I could not believe how tired I had become 😴

I am not just talking about not getting a lot of sleep. I am talking about all the other things too brain fog lack of energy ✗ which led to lack of motivation, I looked tired 😴 was bloated and uncomfortable and I just didn't feel like me.

I realised that actually, it wasn't just down to lack of sleep (because I still felt the same way when he started to sleep better) it was a combination of habits I had got in to...

I knew I needed to change a few things around, I just wanted to feel like myself again and have energy back ✗

I knew what I needed to do to change it ➡ I just needed to take the first step! Once I did I felt so like a different person within a few weeks.

I felt like me again. I felt ↓

✗Energised
Motivated
Healthy
More positive
😊Myself again

It's never a big change, it's just taking the first step to small changes isn't it

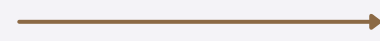
You may be reading this and thinking, that's me I need some more energy, or I need to feel motivated or make some positive changes. ✗

I am coaching people through a transformation that helps mind, body and skin So if this is you, send me a DM as I would love to help you feel like yourself again too

EXAMPLE 'INSPIRE' POSTS



IMAGE



Inspire Post

Ask yourself, how can inspire my audience today? What has inspired me that I could share?

Testimonials/ Quotes/Questions/ Shout Outs/ Collaborations

Here are some examples. Use them for inspiration but make them your own.



Happy Monday! Here is your reminder today that Everything Is Working Out for You. When I started saying this to myself each day, things changed. The pressure lifts and you believe that good things happen to you. It's even better when you see it rubbing off on your kids. Do you have any good Monday reminders?

IMAGE: a graphic or a happy picture of you.



Did you know that you are the sum of the 5 people you spend most time with? I am so grateful that I have good people around me who tell me I can when I'm not so sure, pick me up when I need it and laugh at my jokes. (Tag your 5 biggest inspirations/ mentors and say why they have inspired you). Now you go, tag someone who is a big inspiration to you and make their day.

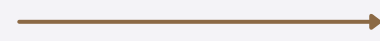
IMAGE: an image of you and your friends/ team/ family



I just received the best message from my friend who has just done the 30 days to Healthy Living Plan, "Hey Laura, I just had to tell you that I had such a good day with the kids at the park. Usually I have to sit on the bench and watch them but today I had so much energy to play and have fun with them. Ava even said "Mummy I love it when you play with us', this is why I did the plan and I'm feeling so good". If that sounds like a feeling you'd love, send me a DM.

IMAGE: share a picture of the client/ you both/ reel of the plan and testimonial messages

EXAMPLE 'YOU' POSTS



You Post

People want to follow YOU. We want to see your face, we want to know who you are, why you do what you do, what your story is.

Intros/ Behind The Scenes/ A Day In The Life/ The Team/ Your Story/ Your Why/ What Gives You Credibility

Here are some examples. Use them for inspiration but make them your own.



Allow me to reintroduce myself, I'm Meg. My most important job is mum to Ava, Arran and Rocky the Spaniel. I am married to Steven and have run my online health and wellness business for 13 years. It has helped me transform my health and wellbeing to the point where I love moving my body (although I still have a love/ hate relationship with HIIT). Something you probably don't know about me is I have jumped out of a plane at 13,000 feet and I loved it! Tell me something I don't know about you?

IMAGE - YOU



What is Your Why? I run my business every day not so that my children don't have to, but so that they know how to. Work ethic is something that was instilled in me from an early age and I'm so grateful for that, I want my kids to grow up knowing that they can have the best of both worlds. They can travel, they can build the life they want and they can be present with people around them. I always want them to know that it doesn't need to be this or that. It can be this and that. What is your why?

IMAGE - You and your why.



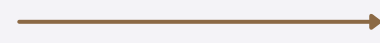
I completed my breathwork and meditation teacher Training Course with xxx. I am so excited to help people discover the magic of Yoga Nidra. Here are a few facts about it XXX

OR

It's official, our team has promoted in our business to the level of District Manager. This means that we have helped a lot of people get their hands on these incredible products and start to feel healthier. I'm loving this journey and so excited for what is to come.

IMAGE: You feeling good/ being awarded/ on the trip etc.

EXAMPLE 'EDUCATE' POSTS



Educate Post

This post is your chance to be seen as an expert. Teach your audience about something they will find valuable.

Top Tips/ Life Hacks/ Guides/ Mistakes and Solutions/ Free information

Here are some examples. Use them for inspiration but make them your own.



Let's talk about healthy habits. These are some I live by: 1. Start your day with a glass of water with lemon & mint. 2. Write down 3 things your are grateful for. 3. Walk for 30 minutes and get some morning daylight. 4. Sit in silence for 5 mins and become aware of your breath, take 10 deep breaths in and out your nose. 5. Remove toxic food, drink & products. 6. Fill your mind with a positive, uplifting & inspiring books

IMAGE -YOU



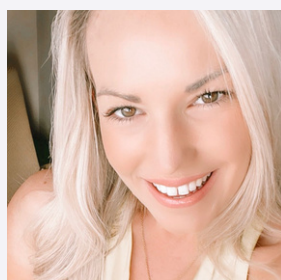
Protein - what's the big deal? Honestly I never used protein shakes before arbonne introduced nutrition, about 8 years ago now; and I now have it every day and wouldn't be without it.

Why?

- increased protein intake, especially in the morning, increases satiety and curbs cravings
- our protein regulates blood sugars so Prevents those crashes mid mornings or mid afternoon when all you want is chocolate
- helps to sustain and build muscle...especially if you're regularly exercising you need to help your body repair the muscles; and protein is what does that

This is our new SimplyI protein...there's less than 1g sugar in this shake and it's sweetened by third generation stevia so an absolute winner! DM me for a wee sample if you want to try for yourself x

IMAGE -you with product



3 Top Tips for staying focussed

1. Stay focussed and disciplined with the tasks on hand. I switch my phone on to airplane mode a lot when I need to get something done to limit distraction.
2. Set a timer. Tasks expand to the time you give them, set a timer for a task and go!
3. Schedule, schedule, schedule! Everything! Even post office visits, time to post on social, pick up times for your kids...it makes life a lot less hectic when you plan things accordingly and you actually find time you didn't realise you had.

*save for a time you need some inspo to avoid procrastinating!



New Consultants - Start Here

Welcome to your new social media plan. We have outlined two weeks of example posts for you to use. Please feel free to use them or be inspired by them for your own posts. It is important that your social media is still you.

When you are finished the first two week plan, head to month one and use the template from the main plan.

New Consultants - Week 1



- These are all examples. Feel free to use the wording or change to suit you and your life

DAY 1

DAY 2

DAY 3

DAY 4

DAY 5

DAY 6 & 7

I have exciting news! Join me live on instagram tomorrow night as I talk about the new brand I've partnered with...why I love the products and why I've decided to do this!

Instagram Live with your Upline

Upline tells their powerful why story for product and business

- Upline interviews new IC
- How did you hear about this and what made you want to get started on products and biz?

What products have you loved so far and why?

- What are your goals and expectations with your business?
- For anyone who wants to understand more about Arbonne products and business, what can they do next?

For years I have felt stuck in a rut. I enjoy what I do, but I want more flexibility, more time with my kids, and more time to travel.

I decided this year that it was my time to take action, and I have partnered with a global company that will allow me to do this.

I want to encourage anyone else out there who may be feeling like me, to go for it. Make the change you desire. I was so scared to change things and do something new, for so long but I have learned that Life begins on the other side of your comfort zone. So lets go!!

Having kids can be exhausting - who else can relate? amazing but exhausting 😊

When I became a Mum, I could not believe how tired I had become 😞

I am not just talking about not getting a lot of sleep. I am talking about all the other things too brain fog lack of energy ✗ which led to lack of motivation, I looked tired 😞 was bloated and uncomfortable and I just didn't feel like me.

I realised that actually, it wasn't just down to lack of sleep (because I still felt the same way when he started to sleep better) it was a combination of habits I had got in to...

I knew I needed to change a few things around, I just wanted to feel like myself again and have energy back ✗

I knew what I needed to do to change it. I felt ✗Energised, Motivated, Healthy, More positive 😊 I felt like me again.

I just needed to take the first step! Once I did I felt so like a different person within a few weeks.

It's never a big change, it's just taking the first step to small changes isn't it ? You may be reading this and thinking, that's me I need some more energy, or I need to feel motivated or make some positive changes. ✗

I am coaching people through a transformation that helps mind, body and skin So if this is you, send me a DM as I would love to help you feel like yourself again too.

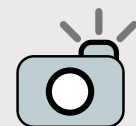
For years I have neglected my own self care...my personal development and growth..my health...and what I didn't realise was that it wasn't just about me.

We take care of others, all the time. But the person you need to take care of the most, in order to be of service to others, is YOU. WE need to fill our cup, to be the best we can be to those around us, we need us to be showing up as the BEST version of ourselves!

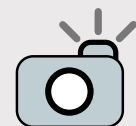
I am making changes, and I am helping others to make changes too.

Message me if this resonates and I can help.

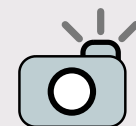
Fun post or no post.



YOU



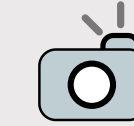
YOU



YOU



YOU WITH PRODUCTS



YOU & FAMILY/ FRIENDS

New Consultants - Week 2



- These are all examples. Feel free to use the wording or change to suit you and your life

DAY 8

Join me LIVE tomorrow evening as I talk to one of the pros on our products! We will be talking all things gut health and glow skin and showcasing a few of your key lines that help you to achieve optimal health and glowing skin!

DAY 9

Instagram or FB Live

Have your mentor join you to discuss:

How to get the glow:
- Inside and outside approach
- Gut health basics and how we can help
(green gut glow, healthy habits and 30 days for ultimate reset)

Derm Results - why the products are fabulous

DAY 10

3 weeks ago I wouldn't have walked out of my house with no make up on.

I can hardly believe the difference that these products have made to my skin.

I have spent hundreds, thousands of pounds on skincare products over the last few years and now I realise where I was going wrong. I was spending on brand names, hype and advertising. Now I'm spending on quality and stellar ingredients. And using an inside and outside approach has been a game changer.

I've been on Arbonne's 30 day plan/ healthy habits programme/ greens drink and using the Derm results skin line now for 3 weeks. Simple steps, easy to do. And this is the result...the best my skin has been in years.

If you want to try these we have a 90 day money back guarantee. Message me and I can help you.

DAY 11

I was a sceptic!

I used to watch XXXX building her business online and wondered...'is it really all that?!' Now I get it. The community, the products, the coaching, the fun and the opportunity is just so brilliant and incredibly exciting.

You may be sitting in the seat I was thinking this is not for you; and you may have the misconceptions I did. I just want to encourage you to listen with an open mind to what the brand, products and business may be able to do for you. My conclusion was... 'I have nothing to lose, but so much to potentially gain'.

DAY 12

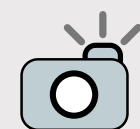
LIVE/VIDEO - UNBOXING

Showcase your latest delivery and talk about what is in there and why it is fabulous.

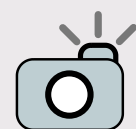
Tell us what you love and what your favourites are and why.

DAY 13 & 14

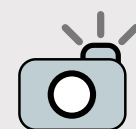
Fun post or no post.



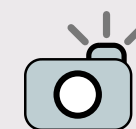
YOU & MENTOR



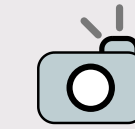
YOU



YOU - FRESH FACED



YOU WITH MENTOR/ FRIENDS



YOU HAVING FUN