

GETTIN' TO LIVIN'

DOs + DON'Ts

FOR SHARING ON SOCIAL MEDIA

DO:

- SHARE YOUR STORY AUTHENTICALLY
- KEEP YOUR IDEAL CUSTOMER IN MIND - SOLVE A PROBLEM
- SHOW YOUR FACE
- SHOW HOW YOU USE YOUR FAVORITE YL PRODUCTS
- SHARE YOUR EVERY DAY LIFE, NOT JUST YL
- BE CONSISTENT
- TALK WITH YOUR AUDIENCE LIKE YOU WOULD A FRIEND
- SHOW YOUR PERSONALITY

DON'T:

- SHARE YL IN EVERY POST/STORY
- ONLY SHARE GRAPHICS IN YOUR FEED
- ONLY POST FOR SALES
- SHARE YOUR REFERRAL LINK EACH TIME YOU SHARE ABOUT YL
- BE INAUTHENTIC
- BE NEGATIVE
- USE OTHER PEOPLE'S PHOTOS OR CAPTIONS WITHOUT PERMISSION