



Leave a lasting impact and positively transform lives.



A SOCIAL MEDIA HANDBOOK FOR
LIFEHUNI INDEPENDENT ENTREPRENEURS.S



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INTRODUCTION

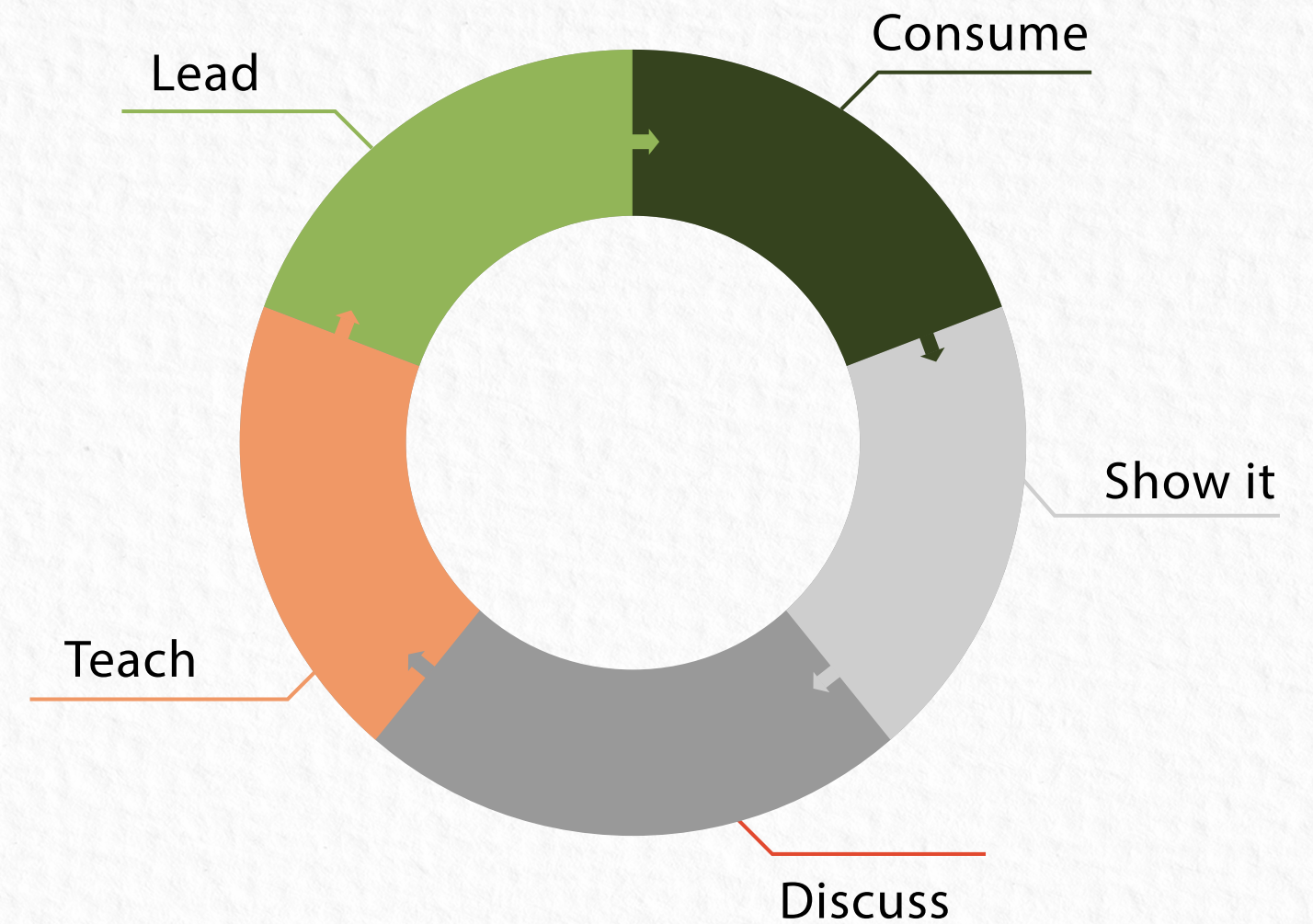
In a world increasingly interconnected, social media and digital platforms are more and more important for sales and for building each person's life project. At Lifehuni, we want our independent entrepreneurs to achieve well-being and happiness starting with their economic growth plan.

Recognizing the importance of social media in connecting independent entrepreneurs with their customers and networks, we present some of the benefits that using digital media can bring to your life project:

-➤ It can strengthen your network of contacts through continuous interaction with referrals, friends, and customers.
-➤ It provides tools to connect with new people.
-➤ It facilitates product information and customer support.
-➤ Boost the sales of Lifehuni products.
-➤ It increases the ability to inspire others to join Lifehuni's growth and economic strategy.
-➤ You can share your success story with the products and independent business opportunity with more people.

IMPORTANCE OF THE COMMUNICATIONS MANUAL

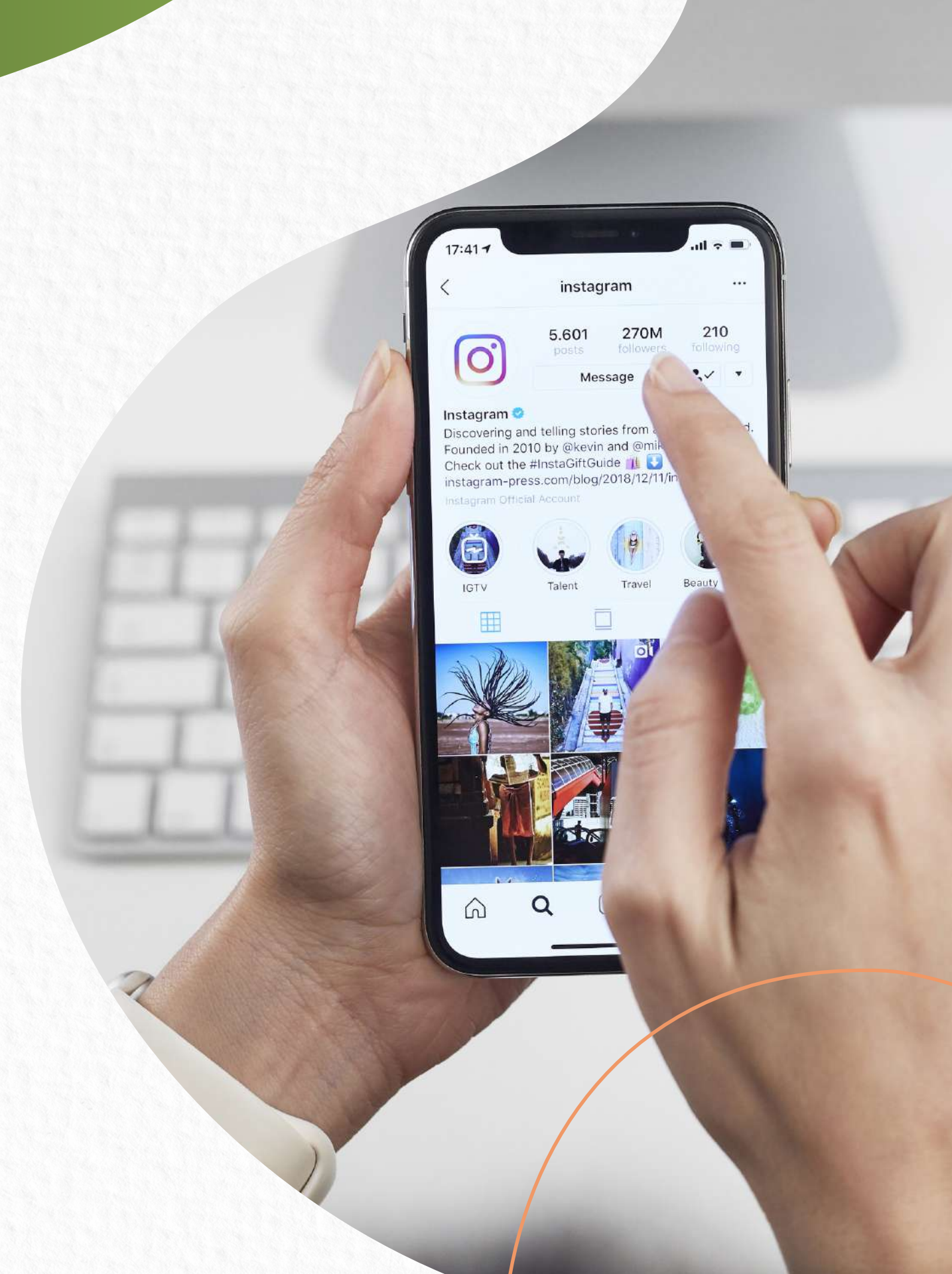
The Lifehuni Communications Manual is a part of the company's life project driven for its Independent Entrepreneurs. In this sense, it constitutes a guide that seeks to enhance the digital and communication skills of our entrepreneurs, so that they can effectively reflect the principles of Lifehuni at all levels.



WHAT IS **SOCIAL MEDIA**?

Social media encompasses a suite of digital tools where individuals can share videos, photos, blogs, messages, ideas, and more. Through these platforms, people can connect and communicate their own experiences, interests, opinions, knowledge, and more.

The foundation of the Lifehuni business is built upon independence, and therefore, person-to-person communication is crucial. Hence, social media provides valuable tools and opportunities for our independent universal entrepreneurs. Some examples of these platforms include Facebook, YouTube, Instagram, Twitter, TikTok, among others.



GENERAL OBJECTIVE

Enhance visibility of Lifehuni's values and differentiators in order to steer each independent universal entrepreneur's digital strategy, addressing key aspects of digital communication by platform and crisis management processes to manage, respond to, and protect the brand's reputation in the online sphere and its potential offline repercussions.

SPECIFIC OBJECTIVES

- ◆ Standardize the use of digital channels within the entrepreneur community and brand followers.
- ◆ Understand the management of networks in accordance with the Lifehuni culture.
- ◆ Know what can and cannot be done regarding the content to be made visible.

IMPORTANCE OF **SOCIAL NETWORKS**

In 2021, 4.66 billion people worldwide are internet users. Of these, 4.2 billion have a profile on social media platforms. This trend appears to be on the rise every year, which demonstrates that the number of social media users has more than doubled since January 2016, according to the 2021 Global Digital Report by Hootsuite and WeAreSocial. It is noteworthy that Facebook currently has approximately 2.74 billion active users, YouTube has 2.291 billion, and Instagram has 1.221 billion users.



Followers: Digital community members.

Posts: Content that forms part of the digital strategy and is published in accordance with the objectives, principles, values, and communication manual of Lifesthuni. These may include videos, photos, gifs, articles, surveys, and others.

Interactions: Number of times the content is shared, commented on, or reacted to with a "like," "love," "angry," "sad," or "surprised."

Reach: Total number of people who viewed the content on social networks.

Organic Content: Published content that improves social media performance by being eye-catching, creative, and effective.

KEY TERMS

Paid Content: Contents published that are driven by investment capital on social media platforms.

Stories: Vertical format publication with a expiration of 24 hours, used on Instagram and Facebook. On Twitter, they are known as Fleets.

Troll: A user who is dedicated to posting and making offensive comments on the profiles or posts of others.

Hashtag: Labels that are used in posts by using the # symbol, which generates a hyperlink indicating a certain topic or trend and enhancing the reach of the post.



FACEBOOK

Facebook is the social network with the largest number of users, boasting 2.740 billion globally. This platform enables user interaction through the medium of emotions, texts, images, GIFs, videos, and links of interest.

Users' primary interest on this social network is recognition and connecting with others. Although posts persist on users' account profiles, the average lifespan of a post is 4 hours, at which point it reaches its maximum reach.

The types of Facebook accounts are: Personal Profile, Fan Page, and Groups. Each has its own advantages and should be considered by each independent entrepreneur based on their objectives and strategies. The personal profile allows for connecting with individuals through "friend requests" and is used for more personal rather than commercial purposes.

The fan page boasts various advantages, allowing users to follow and "like" the page. This type of profile has a much more commercial reach, offering the ability to add contact information, presenting analytical statistics for posts and followers, and providing other tools for entrepreneurs such as digital advertising and a marketplace.

Meanwhile, groups serve to fortify digital communities through spaces where members can share specific information and common interests.

Furthermore, Lifestory entrepreneurs have a range of formats for weekly publication, including:

-▶ Vídeos or GIFS
-▶ Photographs
-▶ Links
-▶ Surveys
-▶ Notes
-▶ Stories
-▶ Instant experiences



INSTAGRAM

Instagram, on the other hand, is a social network where the visual aspect plays a crucial role. On this platform, users can share images and videos, with a primary focus on seeking inspiration through pictures. The shelf life of posts on this social network boasts some of the longest lifespan on the web, with a 24-hour window to reach its peak reach.

There are two types of accounts on Instagram: personal and business profiles. Personal profiles offer basic features for users to publish content, set privacy settings, and more. Business profiles, on the other hand, boast a host of free amenities such as a contact button in the account description, post and follower analytics, and tools for digital advertising, among others.

Formats supported by this platform include:

-▶ Short-form videos (Reels)
-▶ Photographs
-▶ Albums
-▶ Stories
-▶ Long-form videos (IGTV)



TWITTER

Así, Twitter es una red social denominada como servicio de microblogueo. Conocida como una plataforma de mensajes instantáneos en los que los usuarios envían textos cortos de máximo 280 caracteres llamados tweets. El objetivo de los usuarios de esta red es mantenerse actualizados, por lo que la vida útil de un tweet oscila entre 15 y 20 minutos.

El único tipo de cuenta que existe en Twitter es el perfil, teniendo las mismas facilidades para todos los usuarios. Estadísticas de publicaciones, perfiles y anuncios son algunos de los beneficios a los que se puede tener acceso en cualquier perfil. Sabiendo esto, los formatos soportados por esta plataforma son:

-▶ Photographs
-▶ GIFs
-▶ Albums
-▶ Videos
-▶ Surveys
-▶ Carousel (only ads)
-▶ Stories (Fleets)



YOUTUBE

Youtube currently constitutes itself as the video platform with the greatest impact worldwide. On this platform, users aim to gain greater visibility. Thus, the content may vary between movies, programs, music videos, video blogs, and gaming programs.

Creators of content on this platform, known as Youtubers, can publish from the platform's single type of account: channels. Through these channels, and depending on visibility, videos can be uploaded and content can be promoted. Unlike other social networks, the lifespan on Youtube approaches 1 month.

Formats supported by this platform are:

-▶ Videos
-▶ Stories (after 10k followers)



TIKTOK

TikTok, with over 800 million active users per month, is a youthful but impactful social network that is rapidly growing in popularity. It allows users to share short videos of various topics ranging from dance, comedy, to makeup and health advice. Videos on the platform typically range in duration from 3 seconds to 1 minute.

TikTok offers two types of accounts, free and Pro. While both account types offer benefits such as links in profile descriptions, the Pro account affords users access to exclusive statistics and functions.

One of the key innovations of TikTok is its support for new content creators, who are given a greater opportunity to appear in the feed of new users. Success on the platform is often achieved through the use of hashtags, participating in challenges and trending content, increased content production, and creativity. The sole supported format on TikTok is video, but it also provides users with a range of tools for using audio, images, and editing.



COMMITMENT

Lifehuni is steadfast in its commitment to continuous improvement and the adoption of new technologies as a window of opportunity for the realization of our mission and vision, as well as for the strengthening of the life project of each independent universal entrepreneur.

In this manner, we hope that each member of this community can make use of social media, harnessing their life project on both a small and grand scale under our values of freedom, kindness, justice, honesty, tolerance, solidarity, responsibility, loyalty, respect, and trust.

Focus: Better Quality than Quantity:

We encourage you to maintain a limited number of social media accounts dedicated to your business management. It is important that you can effectively utilize these without interfering with other processes in your network.

Don't forget your life project, communicate a positive message:

Remember that at Lifehuni, we aim to positively and multidimensionally impact the lives of each person. Thus, it is important that you project this from a positive and inspiring perspective on your social media accounts.

Your digital accounts should not be used to make negative or discouraging comments that affect other users. Remember that success is achieved by people who dream and think positively. Your social media should reflect this.

“What a Lifehuni entrepreneur truly needs to be successful is a genuine desire to serve as many people as possible” – JCMV.

Achieve Perfect Harmony:

In today's world, users do not appreciate being bombarded or overexposed to product sales, nor do they want to be flooded with personal content alone. Digital marketing involves finding a balance in the content you provide to your community. That is why you must be creative and renew what you have to say every day, finding the perfect harmony between messages about your economic growth plan, products, value-added content, and personal messages.

Remember, the focus is always on people:

Social media, though valuable and highly useful, cannot replace personal interaction with your network and customers. Remember that face-to-face encounters, one-on-one virtual appointments, close communication, and person-to-person relationships will be a determining factor in the success of your economic growth plan.

Be Strategic with Your Contacts:

Just like in personal interactions, you cannot have a high-quality relationship with many people at the same time. We recommend that you be strategic with the connections you make online and not add or accept connections with everyone who requests it. Instead, check the lifestyle of those who want to be part of your digital community and their business intentions, so you can cultivate your team and network with the most relevant contacts for success.

Avoid Spamming:

Each social platform has community rules among which it is prohibited to massively Spam businesses. We invite you to organically grow your community, without filling public pages and sites on the web with messages from your personal website. Doing this could be counter-productive as users could report your profile or cause a negative image of your profile.

Social networks seek two-way interaction:

You must be attentive to what users of your community are saying and not turn your social networks into a monologue of sales. Attend to what others do and say and interact in a healthy manner with it.

Honesty, responsibility, and trust:

The values that guide Lifehuni must be reflected in every message or action taken on social networks. Remember that you can only give verifiable and authorized information through Lifehuni's Marketing department. Be clear in expressing that you are an independent universal entrepreneur of the company in your content and responses and understand that as such, you are the face shown in every digital action of Lifehuni.

It will be crucial that you are clear about your relationship with Lifehuni, both in terms of actions related to the economic growth plan and in product sales, being fully transparent with the information authorized by Lifehuni about the prices of our products and business model. An independent universal entrepreneur only shares information that is true, accurate, and appropriate.

On social media, you must be creative, trustworthy, and valuable:

People tend to lose interest in products and services when they feel that someone is simply trying to sell them a product or establish a relationship for purely commercial reasons. To remain relevant on social media, it will be necessary to combine your content with valuable information, testimonials, experiences, tips, among others, that build trust in your community and attract them more effectively towards the products and economic growth plan.

Tolerance and Respect:

Remember that for the construction of a successful life project, tolerance and respect for other social media users will be of great importance. You are the face of Lifehuni, the best way for people to be attracted to you and your team will be in a framework of respectful and tolerant relationships even with different perspectives.

Justice, Loyalty, and Solidarity:

At Lifehuni, we believe that the foundation of relationships between entrepreneurs should be justice, loyalty, and solidarity. That's why we remind you that each independent universal entrepreneur should sell products at the official price published by the company and the corresponding discounts according to the level in which the entrepreneur is located and established in the catalogs on all social networks. Likewise, the information regarding specific prices and discounts should be communicated to customers through private channels.

Comply with the rules of each social platform and local laws:

Creating an account on any social network is an agreement to comply with the norms of each platform. Ensure that you abide by each one of them, as well as local laws. Any failure in this could bring consequences for you, your network, and Lifehuni.

For the appropriate use of the Lifehuni image on social media, it is necessary that you adhere to the following pillars:

1 | Brand image, logos, and products:

The use of the brand image, logos, and products will only be permitted with prior authorization from Lifehuni. Lifehuni entrepreneurs may only use information and product images authorized by the brand's official channels or provided in the toolkit on their social media pages.

2 | Profile name and brand representation:

Lifehuni entrepreneur profiles must make it clear that they are not the official page and belong to an independent universal entrepreneur. For this reason, the word "official" cannot be used as a username.

Remember that the center of Lifehuni is people. Presenting yourself with your name and giving a personal treatment to each user will give you better results on social media. Do not use aliases or nicknames, and also do not make anonymous posts.

3 | Searching for clients and entrepreneurs:

The search for clients and other entrepreneurs must be personalized and not done on a massive scale. Lifehuni may request that you modify or remove posts that violate the guidelines of the manual.

4 | Privacy:

We invite you to use your social media platforms responsibly by properly configuring your privacy settings, so as to maintain the good reputation of Lifehuni, your team, and your own personal image.

5 | Information regarding products and economic growth plan:

Statements made on social media regarding products and business should be aligned with the information and posts used by the official channels of Lifehuni, thereby ensuring the clarity, accuracy, and foundation of the decisions made regarding both products and the economic growth plan.

6 | Creation of audiovisual content:

Content creation must adhere to the brand and communication guidelines presented in the manual or tool kit, along with its examples. Lifehuni may request that you modify or remove posts that violate these guidelines.

7 | Avoid confrontation on social media with other entrepreneurs:

In the digital realm, it is easy to find other Lifehuni entrepreneurs or those from other organizations promoting their products. You should not use your social media platforms to discuss or confront the actions of other entrepreneurs. Remember the values of Lifehuni.

Statements Regarding Lifehuni Products

It is imperative that you articulate all truths about Lifehuni products on your social networks. Focus on what you can mention about them, taking into account the official information shared on the company's information channels. It is essential that the information published be accurate and verifiable, as mentioning anything different could compromise your team, your economic growth plan, and Lifehuni.

Example of "What Not to Say"

Taking Divi-herb every day can cure you of diseases such as diabetes.

Such posts are not appropriate in reference to dietary supplements like Divi-herb. These claims could lead to legal trouble for Lifehuni and your network.

Example of an Appropriate Post:

Nothing beats leading a healthy lifestyle through exercise, taking Divi-herb, and eating a natural and balanced diet. Divi-herb balances my life with natural ingredients. You should try it too!

HOW TO TALK **ABOUT PRODUCTS?**

Acquiring Customers in the Most Effective Manner

Lifehuni products boast wonderful and natural benefits for each individual. Utilizing social media can help you find new customers in an innovative way. It is important to present and market Lifehuni products in the best manner possible:

-➤ Don't offer them in a general and impersonal manner.
-➤ Showcase the products in appropriate and suitable times and places.
-➤ Take care of and follow up with your digital customer prospects.

Remember that quality takes precedence over quantity at Lifehuni. Ensure that you personalize and privately care for your customers.

Practical Tip:

If a member of your community comments or responds to a post about purchasing a Lifehuni product and its specifications, we invite you to send them a private message with your contact information or find out how they prefer to be contacted, so that you can achieve optimal follow-up.

Example:

Alice Smith: Another day contributing to my health and generating a change in my future.

Robert Jones: I find it incredible the change you have had. What would you advise me to have a similar change?

Alice Smith: There is nothing like changing your daily habits. I exercise several times a week, I seek to have a balanced diet and I take Divi-herb, a supplement I sell.

Robert Jones: Thank you Alice, how can I purchase the product?

Open environment response: I would like to provide you with detailed information in this regard. I wrote to you by direct message.

Closed environment response: Personalized attention is provided, generating direct contact with the person who can generate customer loyalty.

HOW TO TALK **ABOUT THE ECONOMIC GROWTH?**

The presentation of the economic growth plan offered by Lifehuni must be established in a private and personalized manner with each individual. You must first understand the goals and interests of each person to present the Lifehuni plan in an attractive way.

Example of what NOT to say:

"Do you want to become a millionaire quickly and effortlessly? Let me tell you how to achieve it in no time with Lifehuni."

Appropriate posting example:

"Hello Mary, just like you in 2020 I was laid off from my job, which could greatly affect my children and family. I have found a solution that has allowed me to start a business and move forward with my family. Would you like me to contact you?"

It is very important that you use financial information correctly on social media, as this may violate the policies of each social platform or generate a negative perspective from your contacts. We invite you to improve and strengthen your relationships on social media by providing this information in a transparent and personalized manner, one by one, try to follow these tips:



HOW TO TALK ABOUT THE ECONOMIC GROWTH?

- 1** | Don't aggressively approach your Lifestone business prospects directly. Currently, social media users are more receptive to less direct strategies that are presented at the right moments. Wait for the ideal moment and present the financial plan individually and personalized, taking into account the interests of each person.
- 2** | If you contact someone through social media, make sure to do so in private environments that are only visible to your followers.
- 3** | If someone asks you about Lifestone's economic growth plan in public spaces open to the whole public, only reply through a direct message or in a private environment.

PRACTICAL TIPS FOR DAILY SOCIAL MEDIA USE

How to Respond to Negative Feedback?

While we would like to find only positive and constructive comments on your social media, there is a great chance of encountering "trolls" and individuals who will make various negative comments about products or about your business. Stand out by responding in the best way possible.

Some practical examples:

- ◆ If you find comments that contain misinformation, you can cordially correct them using reliable sources, references, and links that corroborate the information.
- ◆ If, on the other hand, you detect negative comments being made about you or your economic growth plan, you can rectify the information by generating a cordial and professional response.
- ◆ If it is a comment about a negative experience of a customer towards you or one of the products they purchased, the best thing will be to try to contact this person privately to better understand the situation and how it can be resolved. If you cannot resolve the concerns about products and economic growth plan presented by the customer, we invite you to fill out the PQRSF form, where we will respond within 72 hours to monitor the case and provide support.

PRACTICAL TIPS FOR DAILY SOCIAL MEDIA USE

- ◆ If you consider that some comments are spam, irrelevant or inappropriate for your social media profile, you will have the freedom to delete or hide them.
- ◆ Some negative comments do not require a response. In many cases, responding can be counter-productive for your profile, as it can give greater visibility to this type of comment. In these cases, the best thing will be to create new content that generates positive comments, downplaying the negative comments that have been given previously.

Telling Stories Correctly:

Using testimonials is a great way to connect with your new customers. For this, it will be necessary to have the prior authorization of the people whose testimonial you are going to tell on social media and remember the pillars for these posts:

- ◆ Real and objective information.
- ◆ Both the information published on your profile and the information provided by customers and users must follow the values of the company.
- ◆ Comments that mention information that is not aligned with the information provided in Lifehuni's official channels must be deleted from the entrepreneurs' profiles.

Many people are interacting on social media and other digital media. Connect with Lifehuni profiles to generate conversations and actively participate in our community.

Official website Colombia:
<https://www.lifehuni.com/inicio.php>

How to interact on social media with Lifehuni?
<https://www.lifehuni.com/usa/inicio.php>

Facebook @LifehuniOficial
<https://www.facebook.com/LifehuniOficial/>

Facebook @lifehuniusa
<https://www.facebook.com/lifehuniusa/>

Instagram @lifehunioficial
<https://www.instagram.com/lifehunioficial/>

Instagram @lifehuniusa
<https://www.instagram.com/lifehuniusa/>

Twitter @exitolifehuni
<https://twitter.com/exitolifehuni>

Youtube @LifehuniOficial
<https://www.youtube.com/c/LifehuniOficial>

How to interact on social media with Lifehuni?

-▶ Engage cordially by commenting and reacting to Lifehuni's social media posts.i.
-▶ Share the posts and multimedia content posted on Lifehuni's profiles with your clients, team, and business prospects. This information is created by professionals to provide you with the best inputs.
-▶ Actively interact by posing and answering questions.
-▶ Mention or tag Lifehuni's official profiles in your own posts on different platforms.

What not to do on Lifehuni profiles

-▶ These spaces are for all Lifehuni entrepreneurs. If you find individuals interested in Lifehuni products, we invite you to take these conversations to private spaces and not publicly promote yourself on Lifehuni's official social media.

CONNECTING WITH LIFEHUNI **ON DIGITAL MEDIA**

-➔ Do not use social media and public spaces to make requests, complaints, and claims public. Use the private channels that were provided to give you personalized attention. Making this type of public comments can be counterproductive to your economic growth plan, as this is visible to your social media contacts.
-➔ Do not mix Lifehuni products with others from other companies.
-➔ Remember that the products are not medicines and should not be recommended to treat, prevent, or cure any disease.

We aim for our official social media channels to enhance your economic growth plan, generating credibility and value to your personal sites. We are attentive to your comments and suggestions for improvement.



Digital platforms



FACEBOOK

Jane is a Lifehuni entrepreneur who has decided to make use of social media to enhance her economic growth plan, both in connection with Lifehuni business prospects and product customers. To this end, she created her Facebook profile. In this process, she begins to find the content that she likes and also identifies what content she dislikes. With this initial information, Jane will be able to identify what her target audience may like or dislike.

It will be important for her to focus on using her profile for social connection with others, before directing her accounts towards commercial connections. Jane's success on this social network will depend on her dedication to interacting with other users, by reacting, commenting, and sharing content, so that her contacts start to notice her activity on the platform.

Thanks to the fact that Jane has also been able to share valuable information from Lifehuni's official profiles and is interested in interacting closely with her network of friends and acquaintances, several have asked her about products, others have purchased them, and some have decided to join her network as independent universal entrepreneurs.

Many of these people became interested in Jane's business because she constantly contributes and interacts with them on the platform, which has strengthened their relationship with her and their interest in the economic growth plan she executes. Jane is not only interested in selling them some products, but she is also interested in their life projects and promotes a healthy and sustainable life through her entrepreneurship.

To Do:

- ◆ Strategically contact, add, and accept individuals.
- ◆ Consistently interact with one's network of contacts.
- ◆ Strike a balance between creating valuable content, personal posts, and promoting Lifehuni -products. Interact in a personal and assertive manner with prospects of new Lifehuni entrepreneurs.
- ◆ Post Lifehuni products and information in accordance with the authorized information on
- ◆ Lifehuni's official social media platforms.

Not To Do:

- ◆ Massively add individuals.
- ◆ Only talk to one's contacts for the purpose of product sales.
- ◆ Solely post personal content or solely post product sales content.
- ◆ Post excessively across different spaces, groups, and pages with comments inviting participation in Lifehuni's economic growth plan.
- ◆ Posts that exaggerate the discounts and results of Lifehuni's products.

HOW TO USE SOCIAL MEDIA **ON A DAILY BASIS?**

Digital platforms



INSTAGRAM:

Michael has prior experience with other social media platforms, but he has now created a Lifehuni product profile on Instagram. He first linked his Facebook profile to his new Instagram account so that his contacts could follow him. Recognizing that this social network prioritizes visual content, Michael prepares inspiring images on a healthy lifestyle, tells his testimonials in stories, creates reels, and makes IGTV videos that comply with Lifehuni's video posting protocols.

Michael grows his profile organically, using hashtags and tagging his location to reach a wider audience in his city of residence. The images he uploads contain little text and are visually appealing, so his community interacts and shares his posts.

To Do:

- ◆ Create visually appealing content, with minimal text and creative material.
- ◆ Utilize hashtags and keywords in the post descriptions.
- ◆ Post captivating testimonials and stories about the Lifehuni products and growth plan discounts, aligned with official information published by Lifehuni.

Not To Do:

- ◆ Use images that are cluttered with text, unappealing, and of low quality.
- ◆ Leave no description in posts or use descriptions that lack hashtags, location, or keywords.
- ◆ Post exaggerated testimonials or ones that differ from reality.

Digital platforms



TWITTER:

Mary consistently stays abreast of national news and trends. With this interest, she considers that her contributions on Twitter can expand her client and team network. With this in mind, and having a grasp on how this social media platform operates, Mary replicates the content from her other social media accounts.

However, she recognizes that this alone is insufficient, thus her strategy consists of replicating content that aligns with the products she sells through Lifehuni, and engaging in discussions on dietary supplements, beauty products, and related trends.

Mary is aware that although Twitter is a platform that elicits wide-ranging political, social, and controversial debates, she must refrain from making comments that stir up controversy or go against the principles of tolerance and respect upheld by Lifehuni, as she recognizes that the comments she may make can impact her image, that of her team, and that of Lifehuni as a company.

To Do:

- ◆ Follow accounts interested in topics relevant to Lifehuni's objectives, themes, and visions.
- ◆ Create personal profiles featuring the name of the independent universal entrepreneur with a personal profile picture.
- ◆ Engage in creative, respectful, and strategic interactions with other Twitter users.

Not To Do:

- ◆ Mass follow many people to gain followers.
- ◆ Create a profile with a name referencing Lifehuni, profile picture featuring the Lifehuni logo, and sole commercial-type content.
- ◆ Post spam messages to many accounts, tweets, and trends selling Lifehuni products or aggressively promoting the economic growth plan.

HOW TO USE SOCIAL MEDIA **ON A DAILY BASIS?**

Digital platforms

YOUTUBE:

Susan indulges in watching YouTube videos every day to learn, listen to music, and unwind with comedic content. Recently, she became a Lifehuni entrepreneur and started following the company's official channel, engaging with each video in accordance with her manual by commenting constructively, giving likes, and sharing them on her other social media platforms. This has resulted in greater visibility for Lifehuni videos and motivated new Lifehuni entrepreneurs to join her network.

Motivated by this success, she aspires to create her own content, publishing value-rich videos on her YouTube channel. She has studied the trends she can capitalize on, observing that there are YouTubers producing content on healthy living, beauty tips, and entrepreneurship.

In light of this, she decides to produce content and after recording and editing, seeks permission from Lifehuni for its publication. When her video was authorized by Lifehuni, Susan published it on her YouTube channel for the first time and leveraged the visibility of her video by sharing it on her other social media platforms.

To Do:

- ◆ Publish videos that offer value-rich content in accordance with guidelines.
- ◆ Engage with the official Lifehuni channel in a respectful and constructive manner.

Not To Do:

- ◆ Publish content that goes against information authorized by Lifehuni.
- ◆ Engage with the official Lifehuni channel in an erroneous manner, spamming messages about product sales and business models.

Digital platforms



TIKTOK

Lisa has observed that many of the young women she knows use TikTok on a daily basis, and therefore decides to open an account. Upon opening the app, she realizes that it prioritizes content that she is interested in, such as beauty, health, and entrepreneurship. She recently started working as a Lifehuni entrepreneur and has noticed that her main young clients are interested in supplements like Divi-herb and, in general, all of Lifehuni's cosmetic and beauty products.

With this in mind, she has decided to use TikTok to share her testimony about the products, create beauty routines that recommend the products, and create other content. Therefore, following the communication pillars of Lifehuni, she has created content that meets the information standards of Lifehuni's official channels.

To Do:

- ◆ Create valuable content, including the Lifehuni products in a creative manner so that people are genuinely interested in them.
- ◆ Develop a strategy to make organic connections by creating content targeted towards her target audience and the objectives she hopes to achieve on social media.

Not To Do:

- ◆ Create content solely featuring the prices of the products or information about the financial plan without creating any additional content.
- ◆ Publish content that is not related to her sales and connection goals.



At Lifthuni, we understand that many of our entrepreneurs are interested in making strategic use of social media. Therefore, we will guide you through some simple steps for activating digital advertising on Facebook and Instagram.

To promote on Facebook and Instagram, it will be necessary to have both accounts linked and a fan page profile. The first step will be to create the post you plan to advertise. To do this, it is important to comply with the recommendations for good advertising practices:

-➤ The dimensions and size of the piece to be advertised will have to be in line with the type of advertisement. For example, the piece should have different dimensions if it will be done for a story or for the Facebook news section.
-➤ A high-quality and high-resolution image will guarantee the correct projection of the advertisement.

-➤ In order to grab your audience's attention, the image should show the product you want to make visible or the Lifehuni logo.
-➤ Ad images minimize the use of text.
-➤ A clear and concise message can impact the perception of your target audience.

In the meantime, once you have the piece and the description message ready, you can go to the advertisement administrator or to the post you want to make visible. There, you can create a new campaign and choose the post you will advertise. From now on, you should choose the goal you want to achieve; the audience you want to reach; the locations where you want people to see your ad; and finally, define the budget you will allocate for the advertisement or campaign.

After that, you will only need to monitor the progress of the advertising campaign in the commercial administrator tab.