



Avroy Shlain[®]

SOCIAL MEDIA GUIDELINES



WHY USE
SOCIAL MEDIA
TO PROMOTE YOUR BUSINESS

Social media is an effective and affordable way to speak to your customers and sales team.

It's a great way to let people know that you are a distributor of Avroy Shlain products and are serious about spreading the message of beauty.

Becoming social media savvy will put you on the path to becoming an even more successful Avroy Shlain beauty advisor.



CREATING YOUR FACEBOOK PAGE

Facebook lets you choose between setting up a business page or a personal page. But what's the best option for you?



The **business page** lets you represent Avroy Shlain and advertise goods to the page's followers in a professional way.



A **personal page** can make it easier to reach more people because you aren't tied down to only the page's followers. We advise you to use your personal page so you can reach more people on a personal level.



HOW TO SET UP A **PERSONAL PAGE**

- .. Go to <https://www.facebook.com/r.php>
2. Enter your name and surname.
3. Enter your mobile phone number or an email address.
4. Enter your date of birth.
5. Select your gender.
6. Choose a password and tap 'Sign Up'.



Create a new account

It's quick and easy.

First name	Surname
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Date of birth ⓘ

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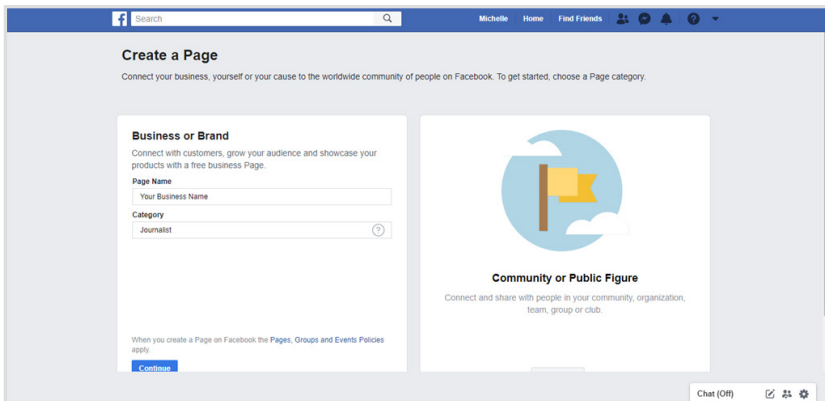
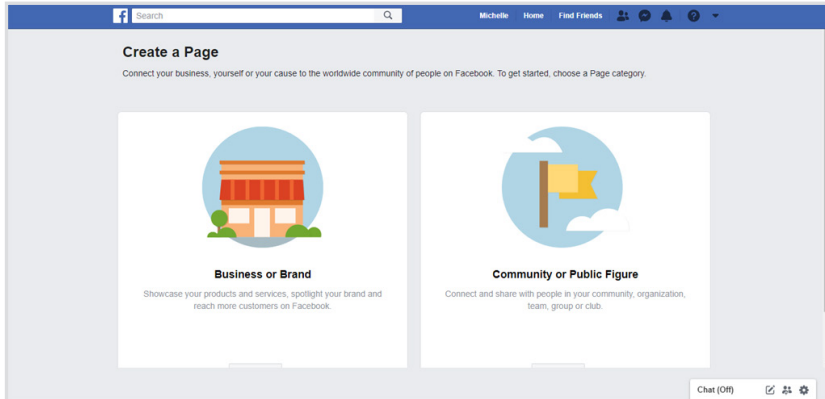
Gender ⓘ

Female	Male	Custom
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By clicking Sign Up, you agree to our [Terms](#), [Data Policy](#) and [Cookie Policy](#). You may receive SMS notifications from us and can opt out at any time.

Sign Up

[Already have an account?](#)



HOW TO SET UP A ***BUSINESS PAGE***

1. From your personal Facebook account, click the 'Pages' link on the left sidebar menu and then the 'Create Page' button.
2. Choose the 'Business or Brand' page type.
3. Fill in your details and click the 'Continue' button to save your information.
4. Upload a profile picture and cover image.
5. Include your location for recruitment and ordering purposes.
6. Now click 'Publish Page'.



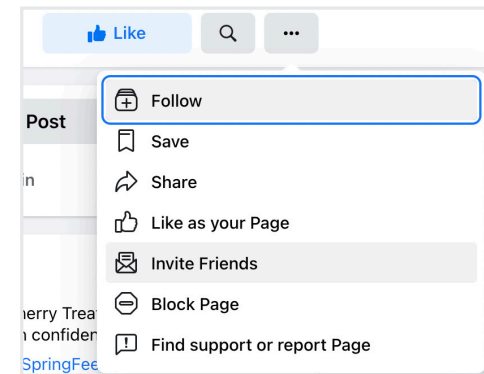
**YOUR PAGE
IS READY!**



MANAGING YOUR FACEBOOK ACCOUNT

Set time aside every day to do **community management**. This means going through your page to see if anyone left you a message on your wall or in the Messenger app. Reply to every single message you get and find ways to start conversations by asking follow-up questions.

It's also a good idea to **check in and advertise on public groups and community forums**. These groups typically already have a huge following, making it easier for you to reach new customers.



And don't forget to **invite your friends** to like your new business page or personal page to grow the fans and engagement it has.

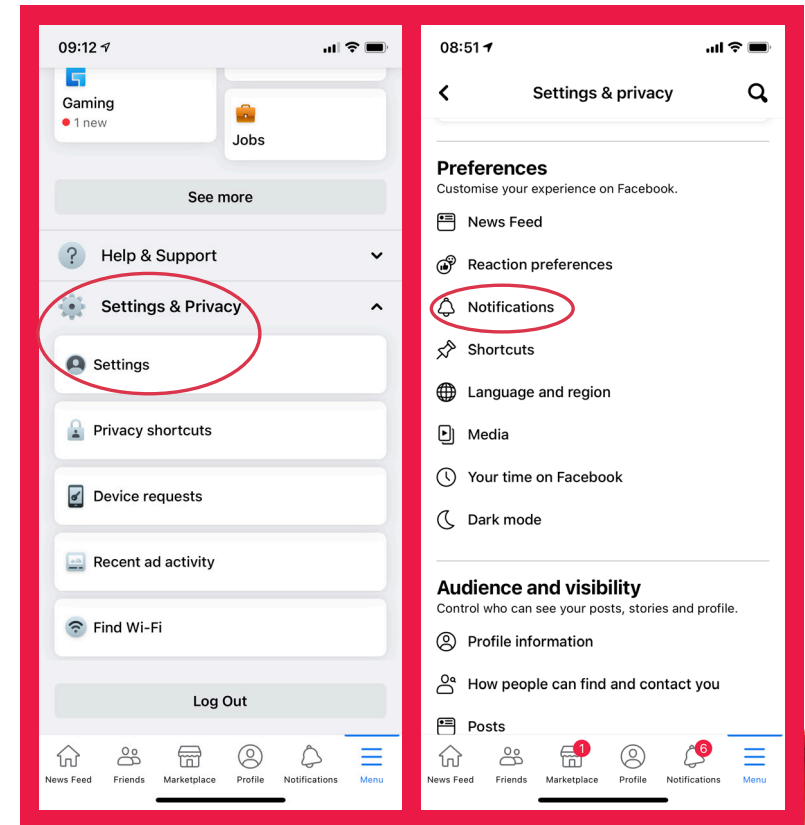
HOW TO GET FACEBOOK NOTIFICATIONS *ON YOUR PHONE*

Get notified whenever you have a message notification on Facebook.

Connect with **your customers**

1. Go to your phone's Facebook App Settings.
2. Select 'Notifications'.
3. Select 'Turn On'.

You should now be able to get a notification everytime someone leaves a message or comments on a post you created or are tagged in.



HOW TO **CREATE AND SHARE** A POST

Creating Facebook posts is quick and easy!

To post on **your page**

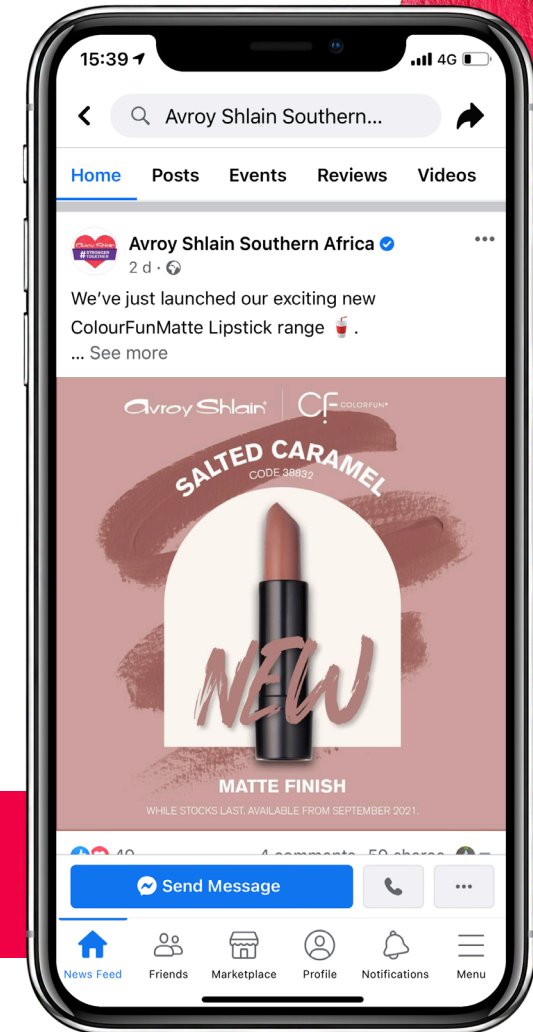
1. Select 'Write a post'.
2. Start typing your message.
3. Add a picture.
4. Select 'Post to publish'.

To post on a **group page**

1. Go to the page you want to share a post on.
2. Tap 'Create a post'.
3. Write your message and add a picture.
4. Select 'Post to publish'.



**You're now one step closer
to reaching and engaging with
existing and potential customers.**



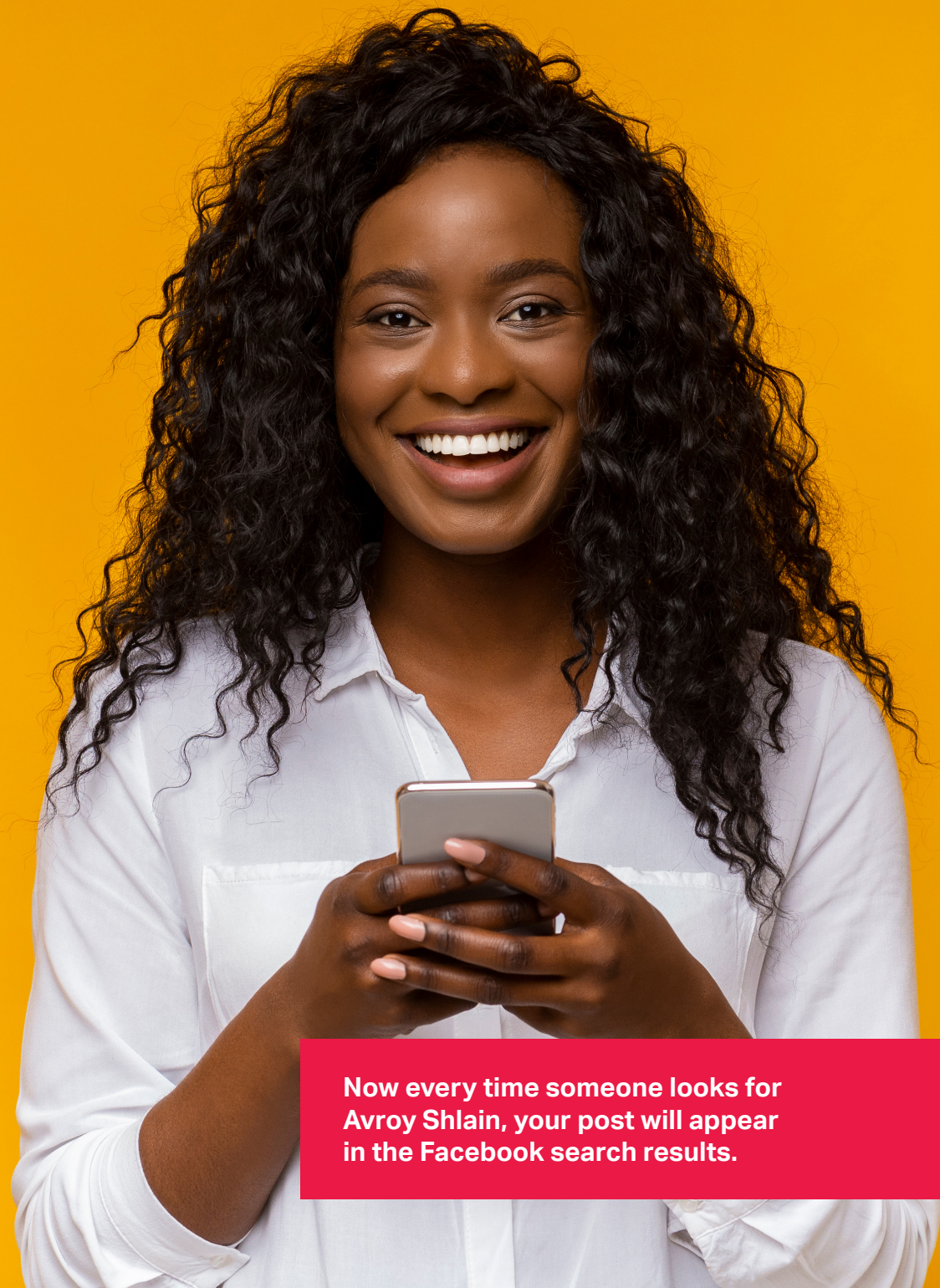


WHY USE **HASHTAGS** IN YOUR POST

Hashtags turn topics and phrases **into clickable links in posts**. This means that when people click on the hashtag, they will be able to see more hashtags with the same result pop up in the search result bar, which makes you more visible to potential customers.

To add hashtags to your post... finish typing your message and upload your picture.

Before you post, put # and the words most relevant to your post, like so #AvroyShlain #AfricanBeauty #Skincare



Now every time someone looks for Avroy Shlain, your post will appear in the Facebook search results.

WHEN AND HOW

TO TAG SOMEONE

Tagging someone on Facebook means that you create a link from your profile to theirs. They will be notified, and the post might be shared on their timeline for all their friends and family to see (depending on their settings).

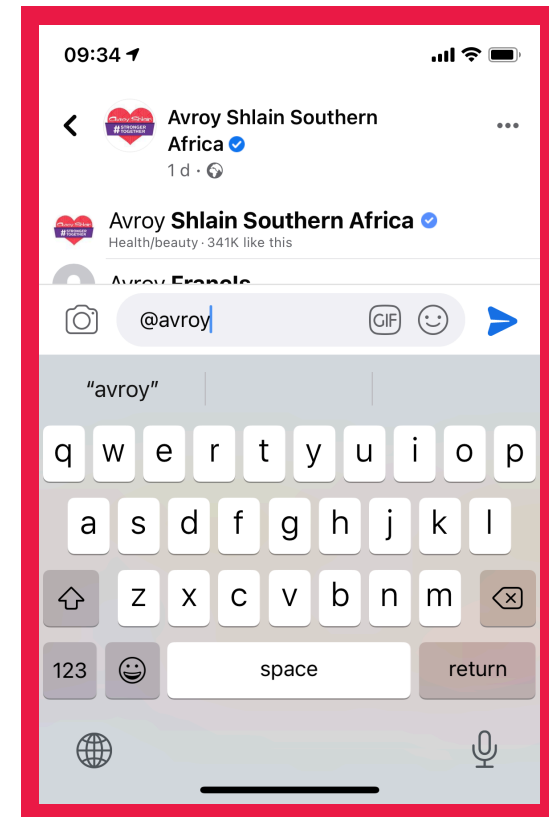
You can also tag brands, like the Avroy Shlain Facebook page, to give your post more validity and somewhere for people to click on to read up on the product.

This is how tagging works!

In the comment bar, type '@' and then the person or group's name.

Select 'Done' or press enter.

You can also tag friends in photos by selecting 'Tag Friends' and typing your friend's name into the search bar.



Just make sure that you get your friend's permission before you start tagging and linking them to the brand if they aren't beauty advisors.



FACEBOOK RULES

Before you just start posting, there are some rules Facebook expects you to follow.

These rules are to protect you and everyone on the platform – so make sure to read through them carefully.



Do not post threats, harassment and violent posts, or posts promoting hate.



Do not post nudity and offensive pictures.



Do not post follower or friends' names without their consent.



Do not contact fans from business accounts for anything that is not related to the business. This could also get your account terminated.



Do not cover your ad pictures with more than 20% text or copy. Facebook will take it down and it won't get published because it will be read as spam.



BRAND IDENTITY

Just like Facebook, Avroy Shlain also has a couple of rules you need to be aware of before you start posting your messages. To keep it simple, you will need to adhere to **Avroy Shlain's brand identity**. This refers to all the visual elements, such as **colour, design** and **logo**, that the brand is known for.

Avroy Shlain is a professional brand with decades worth of experience in African beauty. This is the tone that you need to have come through in your posts. How you communicate with customers and present yourself in your profile pictures need to say **classy, empowering, encouraging** and **friendly**.

Protecting your brand identity is protecting Avroy Shlain's brand identity.



DO'S AND DON'TS

Here are a few **dos and don'ts** to make sure **your page is a success!**



Do

1. Create **fun, inviting content**.
2. Use **short videos** to draw attention.
3. Include **pictures** when posting content – plain copy is often ignored.
4. Respond to everyone, even the negative comments, and **never fight back**.
5. Think about what kind of content people will respond to – **beauty tips, special offers** and **new products** are a great place to start.



Don't

1. Only push **products** and **services**. Build a relationship with people. As a beauty advisor, what advice can you give to help people find their true beauty?
2. Use too many hashtags. **Cap it at two hashtags.**
3. Post too often, or too little. Start with posting **every two days** and see what the response is.

AND ALWAYS...

Keep the quality of the content in tip-top shape. Proof checks and good quality pictures can really make a difference.

Avroy Shlain®