

Social Media Pre-Open Plan Prior to club opening

Once you have your lease signed, name approved by Herbalife, and your logo is created and approved by your sponsor and upline TAB Team – CREATE YOUR PAGES on Instagram and Facebook. They should have the following:

- Club name and logo
- Address, Phone # Hours
- List yourself as “smoothie and juice bar”
- In the “About” section for FaceBook:
 - Stop in and try one of our healthy AND delicious meal replacement shakes and energy drinks that are packed with vitamins and energy!
 - We over 31 flavors of healthy AND delicious smoothies!
- In the “Bio” section for Instagram:
 - Smoothie & Juice Bar (type of business)
 - Healthy Smoothies
 - Energy Drinks
 - Good Vibes
- Your cover photo should be the outside of your building in the beginning so people can start identifying with where you are located – later it should be changed to delicious looking shakes
- Your profile pic should be your logo

Immediately upon setting up pages:

- Follow businesses in your area
- Follow the people who follow those businesses
- Ask all friends/family to follow your club page

**Instagram – look at hashtags for local businesses, schools, clubs
(#teamreidsville – follow their followers)**

FaceBook – Friend people in the community on your personal page

****ALWAYS SHARE WHAT YOU POST ON YOU BUSINESS PAGE TO YOUR
PERSONAL PAGE AS WELL****

As you are doing your buildout – post regularly to show the process. The community will be excited to see your progress. Here are some examples – show pics and excitement!

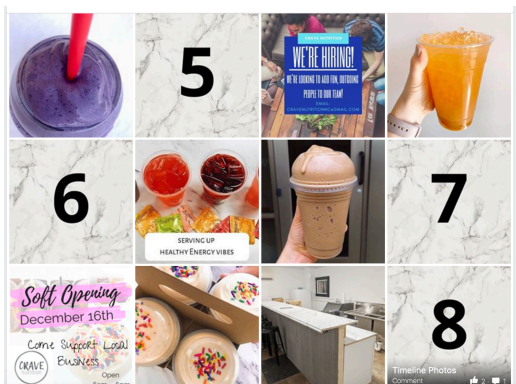
- Coming Soon...
- Our sink has arrived
- Painting is underway
- Our sign is up
- Blenders have arrived
- Check out our floors

30 days prior to opening date – start showing your brand

- Post pics of full shakes & large premium energy drinks you will have on your menu – we have provided several for you to use before you open
- Post 2-3 times per day – EVERY DAY
- Branded gear – stickers on cups, t-shirts, etc.
- GO LIVE and post videos of you and your team out and about in the community – doing invites, Tea Drops, etc...

15 Days prior to opening date – 15 DAY COUNTDOWN!

- Every morning at 7am post the countdown pics – examples:



What NOT to post:

- Pics of Herbalife products (canisters, tablets, etc...)
- Before & After Pics
- Too many selfies of the owner (1-2 are great)
- Promotion of anything related to challenges (3 Day Reset, Weight Loss Challenge, etc...)

Once you are open – change your cover photo to a fun shot of multiple shakes & energy drinks

