

AVON



Social Media



**CREATING
SOCIAL
NETWORKS**

YOUR GUIDE TO CREATING SOCIAL MEDIA NETWORKS

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WHY USE SOCIAL NETWORKS?

The ability to create real human connections and relationships is one of the main benefits of social media networks for business. It's a quick and easy way to reach out to customers and have interactions with them on networks like Facebook, Instagram or twitter, to name a few.

10 benefits to social networking

Let's take a look at a few more benefits to sharing your business through social networks:

1. **It's free to use**
2. **It helps shape the personality of your brand and your story**
3. **It's the present, and the future for businesses to reach more people**
4. **You can participate in two-way conversations**
5. **Gain loyal followers who will share your business with others and increase your brand awareness**
6. **Better customer satisfaction with personalised interaction**
7. **It's a softer way to advertise your products and increase your sales**
8. **You can track the success of the activity on the network to see if your approach is working**
9. **You can tailor your approach to your audience with social listening**
10. **You can gain insights into your customers needs through social activities**



WHICH NETWORK SHOULD I USE?

There are several social networks to choose from, each with their own pros and cons. Let's take a look at the main ones.

SOCIAL MEDIA PLATFORM COMPARISON



PLATFORM	USER DATA	PROS	CONS
FACEBOOK The largest social media platform in the world used for staying connected with friends and family. Posting engaging content such as posts, live streams, and eye-catching images with bold headlines are most likely to gain attention.	- Approx. 53 million UK users - 52% female, 48% male users - Most active users are between 25-34 years old	- Large user base - Better opportunity for content to reach a larger audience - Use Facebook ads to target local audience	- Becoming less favourable amongst younger users due to unreliable news - Can be costly if you want to use ads to be more visible on news feeds
INSTAGRAM A popular platform for influencers, high profile brands, and small businesses to share more creative content such as photos, videos, and story updates. Creative profiles with high quality and unique visuals get more engagement on top of brand awareness.	- 70 million users in the UK - 52% female, 48% male - 30% of users are between 25-34 years old	- Provides meaningful information on your demographic so you can target your content - Use stories to create more personal engagement with customers	- Time consuming to consistently post good content - It's not like friendly
SNAPCHAT An app used to message and update friends and family through disappearing pictures and videos. Content such as short videos and eye-catching pictures on your stories can be a great way to entertain your audience.	- 20 million users in the UK - 30% of UK social network users aged between 13 and 24 use Snapchat - 67% female and 33% male	- Reaches a younger audience - Create more laid back and reliable content - Use the discover feature to give your business more exposure	- You don't know if your ads or content is achieving desired results - 10 second limit to videos
TWITTER A platform that crowdfunds important news and discussion threads, while providing a medium to communicate and voice thoughts/opinions on trending topics. Brief content includes video, images, and witty tweets that are both entertaining and educational.	- 10 million users in the UK - 50% male and 50% female - Average time spent on Twitter is 4 mins	- Tweets are more likely to get better search results due to Google - Users targeted keywords to attract an audience outside of your followers, which will increase traffic	- Posts can easily be overlooked due to the amount of feed in user inboxes - Ads and links also plague the platform making it harder to gain engagement
PINTEREST A bookmarking style platform used for DIY, fashion, lifestyle, and cooking inspiration. High quality pictures with captivating text often make good first impressions for pinners to click on it and increase engagement.	- Over 35 million active UK users - 80% female and 20% male - 50% of searches is about DIY followed by recipes	- Provides great search results on pins related direct to your website - Your pins can be visible for years if they are re-pinned by users	- Spam links infiltrate Pinterest which can be misleading for users
TIKTOK Newly trending social media app that is used for creating and sharing videos no more than 5 minutes long. Popular content usually includes comedic skits or music style videos with lip syncing and/or dancing to popular songs.	- 17 million active UK users - 75% of users aged between 25-35 years old - Average time spent is over an hour per day	- You can get involved with trending content - Provides a laid back community for more informal content which is more appealing to a younger audience	- TikTok's content might not align with the message that your brand tries to deliver
YOUTUBE Second most popular search engine that is used to share videos only. Channels with diverse content spanning across short, long, entertaining and educational videos are more likely to gain subscribers and engagement amongst viewers.	- Over 35 million UK users - 22% of the population actively using the website - The most active users are between 25-44 years old	- Potential to reach a larger audience - You could partner with influencers, who have a lot of subscribers to utilize a larger audience	- YouTube's algorithm cannot be relied on for making sure your video is exposed to viewers - Competition for exposure is harder if other brands are using the same tags
LINKED IN A platform used for professional networking where users can upload their CV/jobs history, look for jobs, and build connections with potential clients, employees, and suppliers. Content such as blog posts, product launches, and short videos have become favourable for increasing engagement.	- 51 million UK users - 57% of users aged between 25-34 years old	- Less personal and more professional, giving your brand more exposure beyond your immediate network - Targets a very specific audience based on your location and industry	- Not the ideal platform if you are looking to reach a younger audience, or if aimed at professionals

TAP TO DOWNLOAD

Now you have a better understanding of the pros and cons, let's take a deeper dive into the most popular networks, and how you can quickly set these up to build relationships and boost your sales.



FACEBOOK

Many Reps and Sales Leaders create a private Facebook group and invite their customers. The goal is to build relationships, and over time, convert engaged members to be loyal, repeat customers and shop with you how it suits them. You may hear this group referred to as an 'exclusive customer group'.

You may even convert some of your customers into Reps as they will see how much fun you're having in your own group.

3 TIPS FOR A GROUP THAT BUILDS CONNECTIONS

1 Build your group by really connecting with people you meet and personally inviting them to join your exclusive group, invite your friends, family and people in your network. It takes time to build up a group where there is lots of engagement, so don't expect overnight results, but remember, just because people may not comment on your posts, it doesn't mean they haven't seen them.

2 The most successful customer groups are used to keep customers engaged and to attract new customers, not just for quick sales. Not focusing on selling all the time is key, your business will naturally grow if you always try and focus on the benefits for your members of being in the group. Always think 'what's in it for them' to keep your audience engaged. Remember the 80/20 rule. Selling posts should only account for 20% of your overall posts in the group, the other 80% should be engaging with inspiration, tips, tutorials, asking for feedback and customer testimonials. Don't forget to have fun in your group too!

3 Keep your page focused on customers and prospective Reps. If you're a Sales Leader, you may wish to add your team to your own exclusive customer group to give them ideas and confidence to run their own, but remembering that they should create content of their own that sounds like, and

HOW TO SET UP AND SHARE YOUR GROUP

1. CREATE A GROUP

From your personal Facebook profile, select "Groups" then click on 'Create Group'.

2. CHOOSE A NAME

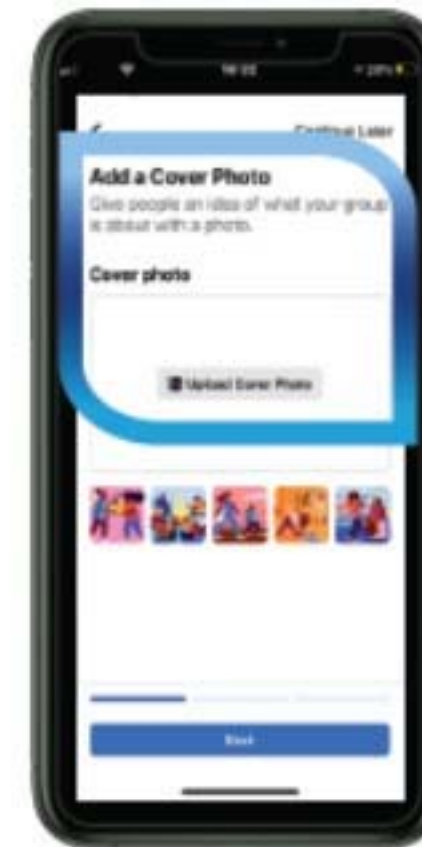
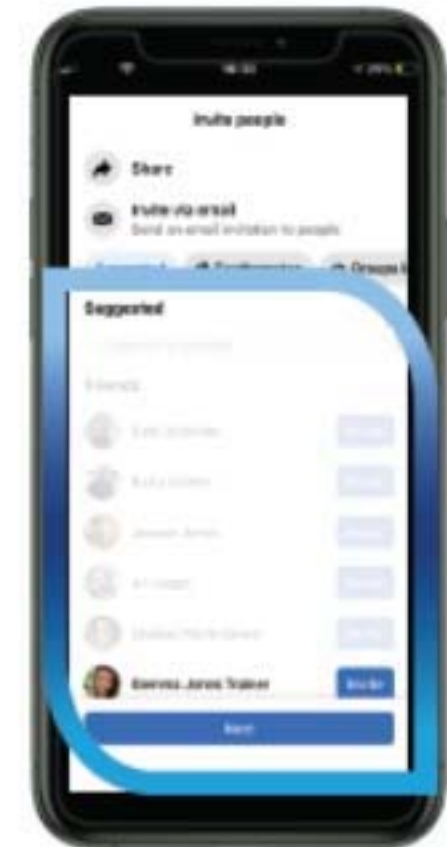
Choose any name you'd like. If you have 'Avon' in the name, you must also include the word 'Rep' or your name.

3. SELECT PRIVACY SETTINGS

Select "private group" in the privacy settings, and select 'visible' in the hide group settings. This means anyone (like a new customer) can find your group, but only members can view content, making it more exclusive. Select 'create group'.

4. INVITE PEOPLE

From your friends list, invite people to your group, or search for customers. Then select 'next'. Top Tip - Send them a personalised message after to let them know why you would love them to join your group, and what's in it for them.



5. ADD A PHOTO AND DESCRIPTION

Add a cover photo that best represents what your group is about, along with a description. Select 'create group'. Set the tone of the group and welcome new members with a post. Then select 'done', and you're all set with your new exclusive customer group.



INSTAGRAM

Instagram has become one of the most popular social platforms because it offers an easy tool for customization and self expression. Although the global audience is smaller than that of Facebook, it's more popular among younger audiences.

Mostly used as an app, Instagram only permits you to post photos and short videos, so has less opportunities to share various types of media like Facebook.

Let's hear from **Steph Medcalf** on how she has boosted her business using Instagram.

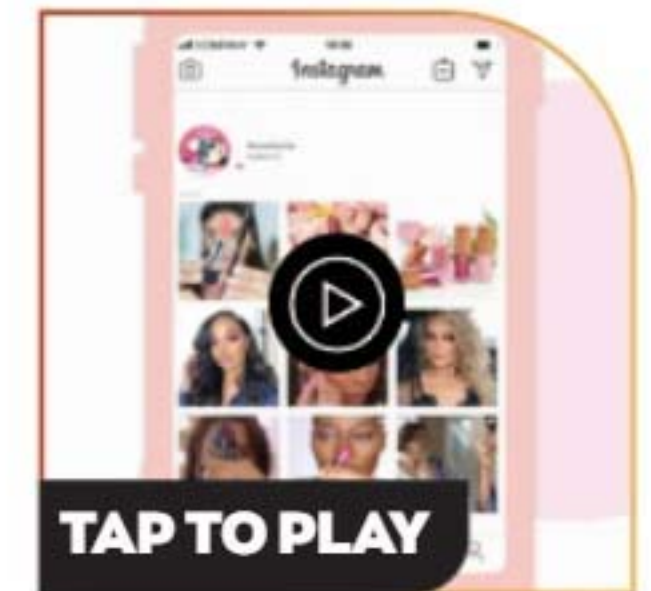
AVON

TAP TO PLAY



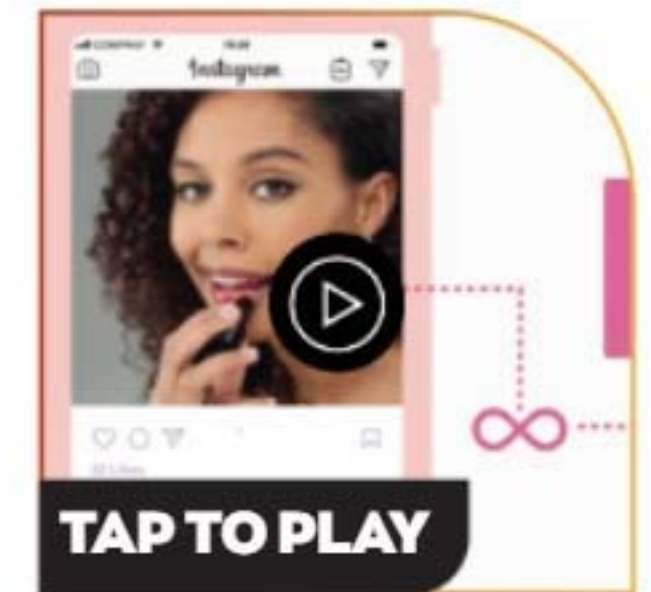
BUILDING YOUR INSTAGRAM PROFILE

As with Facebook, building a profile that's impactful and attracts new customers is key to your success on Instagram. Want to know more? Watch this video to start building your business profile.



CREATING POSTS

Now you've set up your profile, you can explore Instagram to understand all its functions, learn how to follow others, as well as create your own posts, stories and direct message people. Check out this video for more info.



CREATING INSTA REELS

If you love sharing videos, then Instagram Reels is a great way to create short, entertaining videos. Record and edit multi-clip videos with audio, effects, and new creative tools. You can share reels with your followers on Feed, and, if you have a public account, make them available to the wider Instagram community through a new space in Explore.





TWITTER

Twitter is a blend of instant messaging, blogging, and texting, with a wide audience appeal. You can create short messages, called tweets, of no more than 280 characters. If you fancy yourself a bit of a writer with something to say, then Twitter is a channel worth exploring.

It can also be about building a following of people who are interested in you and your business or hobbies, and then providing those followers with some knowledge value every day. As with Facebook and Instagram, give careful consideration to your profile.

Twitter works well with other social tools, including Instagram, Snapchat, and Messenger. For example, if you like a tweet and want to share it on your Instagram story, tap the tweet, then tap the Share icon and choose Instagram Stories.

Remember, you can also share products direct from your online store link to your Twitter account, as well as your other social networks.



TIKTOK

Although Tiktok launched back on 2017, this fun, entertaining and addictive app has recently seen a rapid growth in popularity, hosting a variety of short-form entertaining user videos with a duration of up to 3 minutes.

It's easy content creation, sharing and viewing as the watching process takes minimal effort, and an accessible way to get close to your favourite celebs!

TikTok doesn't have any space for display ads, and is not even in competition with other social media platforms, in terms of it being a marketing channel. However, due to its fast growth and rising popularity, many brands are now realising its potential with techniques like TikTok challenges and contests to get users to generate brand-related content. Brands are also leveraging hashtags, in a more or less similar fashion as on other social media platforms, to promote their TikTok marketing campaigns.

If you think TikTok is for you, then check out our 'set up guide' and 'how to guide' video below.



USING AVON'S SOCIAL TOOLS

If you're worried where you'll get engaging content from, or are ever stuck for new ideas, then you have some amazing additional Avon tools to support you, in the form of **Avon On** and **Avon Social**.



AVON ON

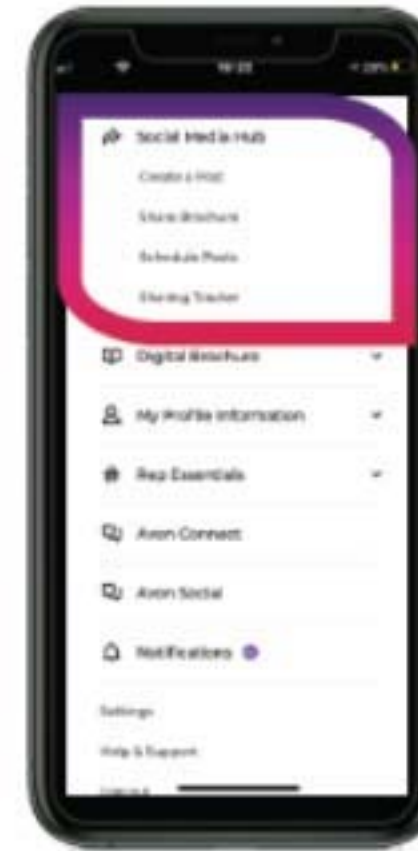
The Avon On app helps you to share, earn and grow your business on the go. To find out more about what this app has to offer, check out our 'Guide to Using Avon On'.



'EVERYTHING YOU NEED, IN ONE HANDY PLACE!'

LOCATING SOCIAL CONTENT ON AVON ON

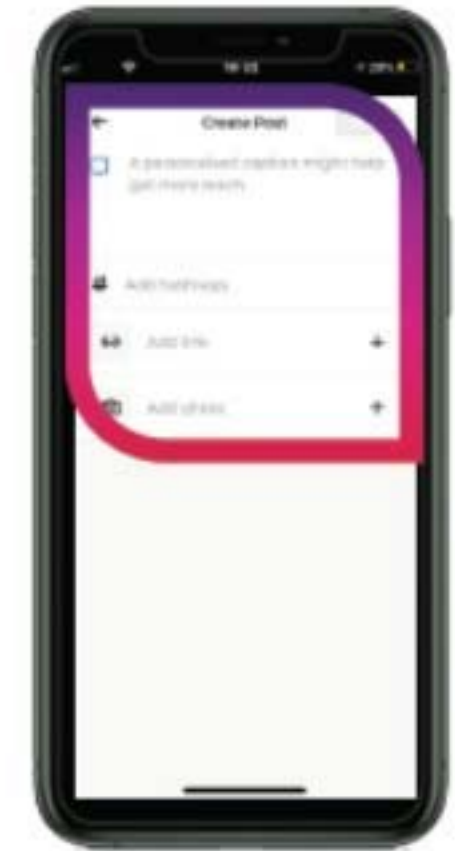
Once you have access to the Avon On app, you'll find the 'Social Media hub' in the menu.



You can share the Digital Brochure direct with your customers and they can see they're shopping with you.



You can create your own personalised posts and add in hashtags, shop link and images to engage your customers



Choose from a selection of pre-made social posts, which you can also edit and add links to before sharing.



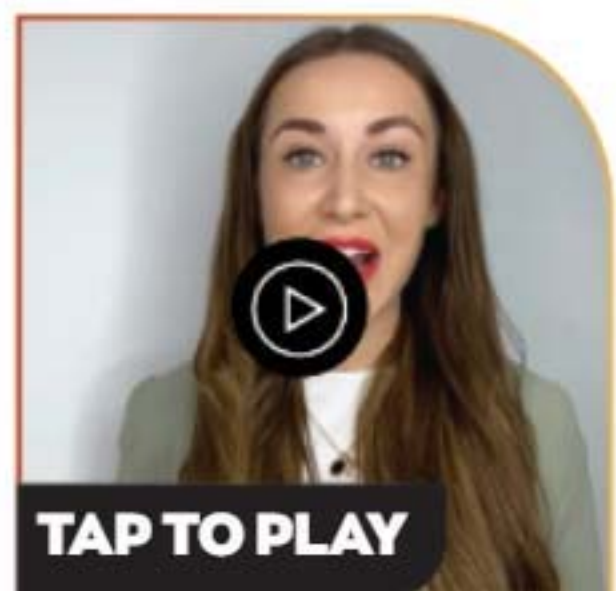
AVON SOCIAL

Avon Social is a market leading social media tool, also accessible through the Avon ON menu, and it enables you to share and advertise your business via social media. It's easy and fun to use, all you need to do is sign in once a week and share pre-written social posts and a link to your online shop. Avon Social makes it easy for anybody to become an expert on social media. All the hard work is done for you! It takes just 5 mins a week to schedule your posts!

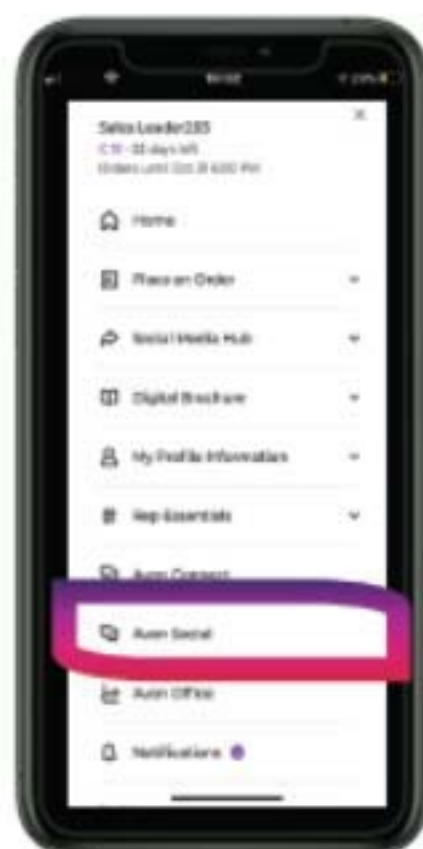
Reps that used Avon Social in 2020 on average grew digital sales by 91%!

HOW DO I GET STARTED?

1. Create a Facebook group
2. Connect it to Avon Social
3. Log in each week and view your weeks worth of posts.



Check out this video on how to get started



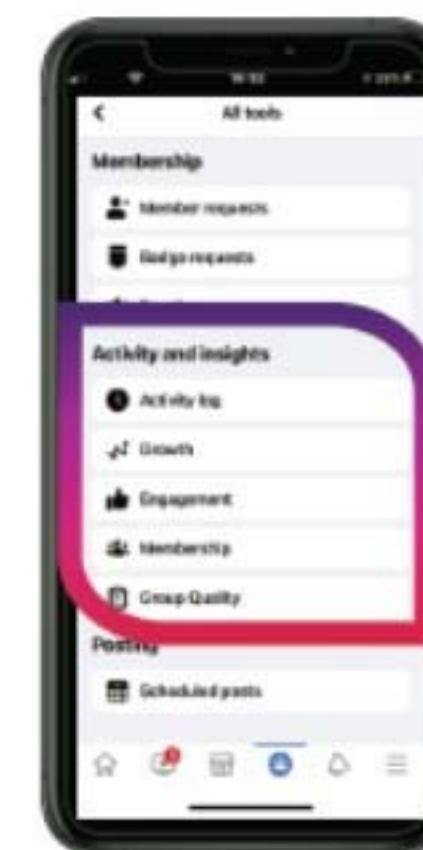
WHAT AND WHEN TO POST

Just like on your personal page, you will build connections by sharing posts that show your lifestyle, relate to products, the opportunity to shop with you, host an Avon party or join your team.

However, because your customers have opted in to join your group, or follow you, remember that your mix should be 20% posts regarding sales and the Avon opportunity, and 80% sharing on a personal level E.G. Your hero product of the day, looks you have planned for your upcoming date night etc. Always end with an engaging question like "who loves this shade of lipstick?" or "what's your favourite shade?"

The best times for the most engagement Monday-Sunday are 9am, 1pm and 3pm.

Posting at 1pm will get you more shares, and posting at 3pm will get you more likes. With Facebook, the best way to learn what times are best for your group is by checking what your own group 'insights' are. These will tell you which style of your posts gain the most engagement so you can adapt and repeat.



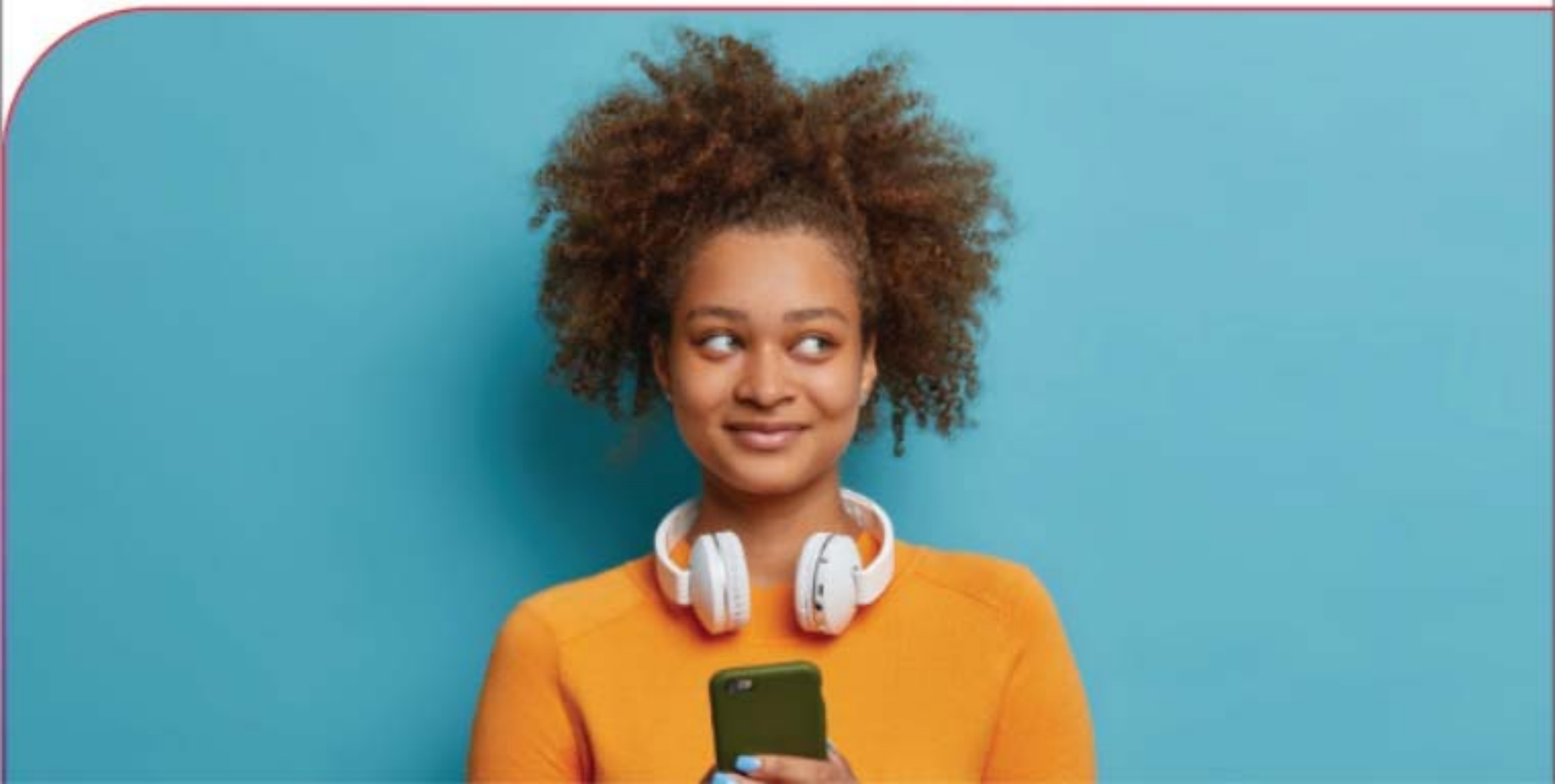
POSTING SCHEDULE

Check out our posting schedule example with some ideas on best practice when it comes to scheduling your group posts. Remember to always put your own personal spin on these and make them yours. Your customers buy from you, so those personal touches are vital. Scheduling your posts allows you to plan ahead and be organised, and you can keep posting content at the best times, without other priorities being affected.

POSTING SCHEDULE EXAMPLE AVON

YOUR WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
POSTS	Motivational Monday	Product highlights and in style looks.	Skincare special	Sneak peek...	Beauty battle	Share the look	Product spotlight and in style looks.
HOW TO	Find a quote you love and share it. There are lots of free 'motivational quote' apps out there to give you inspiration.	Shine a light on a product you love. Demo how to use it and share top tips.	Show off the products you use. Share why you love them. Let everyone know how to get their hands on them. Share assets from Avon ON.	Psst... Remember your Digital Brochure launches a week before the next campaign. Tease and excite your customers with what's to come.	2 different shades of lipstick go head to head. Ask your VIPs to vote for their favourite. Try it with different products; mascara, eye shadow, nail polish, jewellery.	Show off the products you are wearing. Share why you love them. Let everyone know how to get their hands on them. Share assets from Avon ON.	Shine a light on a product you love. Demo how to use it and share top tips.
GO LIVE	Go Live unboxing your delivery		Why not Go Live and treat yourself and your customers to a mini facial using your favourite skin care regime.			Go Live 'off out'... Demo how to get "the look" and off you go!	

TAP TO DOWNLOAD



WEEKLY POSTING SUGGESTIONS

MOTIVATIONAL

Sundays and Mondays are perfect days to share a motivational meme or post of a business owner girl/boy boss getting it done.



BEAUTY TIPS AND TRENDS

Check out Avon Connect for some great tips on using skin care and applying make-up. Share the latest beauty trends in your brochures.

SNEAK PEAK

Share a sneak peek of new products that you've purchased from First Look that are coming soon, or using the 'Weekly Want' images that are shared on the Avon Facebook community.



GO LIVE

As well as posting stand-alone content, keep your group engaged by going LIVE as often as you can. Going live will keep your members engaged. Check out our **Guide To Go Live**.

SOCIAL MEDIA TRAINING CALLS

We have training calls dedicated to social media and supporting you to become a social media master! Head over to Avon Connect events to find out what's on. We also have recordings available now so you don't even have to wait!



FIRE UP YOUR SALES ON FACEBOOK



SOCIAL SELLING WITH INSTAGRAM



GETTING SET UP WITH TIKTOK



TIKTOK GOING PRO



TIPS FOR GETTING STARTED ONLINE

DO

- Start with the social channel where you have the most followers.
- Reach out personally to those that interact with your posts. Share your store link with them, or invite them to host their own party.
- Go live, be natural, express your personality, and keep it short!
- Stick to the 80/20 rule. Create posts at least 3 x per week.
- Ensure product related posts look professional, using images, videos or links. Use social images from Avon.
- Always put a link to your online store in your profile.
- Reply and react to comments and inputs from people.
- Make your profile visible to the public – let everyone know you do AVON!
- Share personal success stories and milestones – everyone wants to see you succeed!
- Follow local groups so that you can reach out to new customers, or advertise events and special offers.

DON'T

- Overload people with too many messages about your business.
- Feel like you have to use ALL social channels. Use what feels comfortable for you.
- Only post 'sales' posts. Ensure you use a lot of conversation starters in your posts, ask questions.
- Never post pictures of brochure pages as it will not attract attention.
- Avoid creating posts that are text only as it won't grab attention.

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