

8 Social Media Do's & Don'ts



As a Coach, social media can be your best friend or your worst enemy. Here's a list of super handy tips to keep in mind as you #EndTheTrend on Twitter, Facebook, Instagram, and beyond.

DO: Post Often.

If you want your friends and fans to remember you exist, you need to post often. Facebook actually penalizes you for being a slacker (meaning you'll show up LESS in your friend's and fan's News Feeds). If you only Tweet once every few days, the chance of someone seeing it is practically zero. So: Post. Often.

We recommend the following:

- **Facebook:** 2 to 4 times per day, but try not to post more than once every few hours. It could cost you friends and fans.
- **Twitter:** As much as possible. Tweet away! But be original. Don't be one of those people who Retweet 100 people in a row just so it looks like you Tweet a lot—or you'll probably lose all your followers.
- **Instagram:** If you're not already on Instagram, get on it! And post 1 to 3 times per day (as long as you have cool photos to share). Be original. Share your life. Show us your craziest post-workout pose.

DON'T: Post *Too Much*.

How much is too much? That really depends. If you have good content to share (more on that below), 4 Facebook posts in one day is OK. 30 Tweets in one day is OK. But if you're posting action shots of your cat on the hour, you're going to lose respect. You'll probably lose fans and followers. And you might even lose a few friends. This leads me to my next point.

DO: Share Goods.

You're an interesting person. You're an expert. You're a leader. Be all of those things! You don't always have to talk about Beachbody. Or health and fitness. Share all the good things that make you who you are. Be positive. Be informative. The more you show people your best side, the more people will trust your opinions and recommendations. THIS, my friend, is how you build the ultimate brand: YOU.

Here are some examples:

- Original advice, tips, and healthy recipes
- Photos from the best parts of your day
- Something funny (humor is king)
- Soft selling (Love P90X! I'm in better shape than I was in high school!)
- Soft recruiting (If anyone's interested, we're starting a group weight loss challenge next week. Let me know!)
- Motivational/inspirational quotes
- Success Stories of people you know
- Personal accomplishments
- Ask your fans and followers for their input or advice

DON'T: Share Garbage.

This probably seems like a no-brainer. But seriously, *don't* share garbage. Or you'll run the risk of damaging everything you've worked so hard to create.

Here are some examples:

- Long, negative rants about your day
- Making accusations or starting drama
- Blatant selling (Buy P90X from me NOW and save \$\$\$!)
- Blatant recruiting (Join my Challenge Group! Hurry, spots are filling up fast!)
- YELLING AT YOUR FANS WITH ALL CAPS!
- Political commentary
- Talking about the same thing for days. We get it!

DO: INVITE. INVITE. INVITE.

Social Media can be the best INVITE tool you'll ever use. But it can also backfire if not used properly. When you're ready to start inviting your friends, fans, and followers to your Challenge Groups, do so casually. Be yourself. Be *personable*. Talk about how excited you are about your weight loss, or how much a friend lost, and that you're starting a new group soon "if anybody's ready to commit." When you get a response, follow up privately with the details—rather than making a scene for everyone to see.

Just say something like, "Awesome! I'll shoot you a message or we can get on the phone tonight. You're going to love/hate Shaun T!" The positive commentary and feedback can potentially snowball into more comments and interest. Have fun with it!

DON'T: Be a SPAM Artist.

There's no faster way to lose followers/customers than to push product, Challenge Groups, and coaching like a used car salesman at the end of the month. Just thinking of it like dating. Linking to your Coach site or other place to "sign up" is coming on too strong. And if you keep doing it, it'll get creepy.

Here are some things to avoid:

- Posting blatant ads about your business
- Asking your followers to "CLICK HERE" to buy or sign up
- Making every post about Beachbody
- Soliciting products or coaching on someone else's post or page
- Talking trash on competitor's pages

DO: "Like" us, Follow us, Join us in Social Media!

No garbage, we promise! By plugging into our social media pages, you'll get instant access to all our key business updates, breaking news, shareable Success Stories and special offers, LIVE event coverage, behind-the-scenes footage, inside jokes, and more. You'll also be able to chat with us directly, ask questions, and share you and your teammate's accomplishments with us.

Here's where you can find us:

- [Facebook](#)
- [Twitter](#)
- We're on Instagram @tbbcoach411
- [YouTube](#)
- [Newsletter Blog](#)
- [CEO Carl Daikeler's Blog](#)

Don't: Be Elusive

Finally, show friends and fans you're there for them. When someone leaves you a comment or sends a Tweet, let them know you got it with a quick response—rather than waiting for days. It just says they're important to you. Not only that, but the more you interact, the more visible you are (more people will see your Facebook posts and Tweets).

Here are 3 quick tips for responding:

- **Mind Your Peeps** – The fact is, people want to be heard. Otherwise, they wouldn't leave a comment or send you a Tweet. Responding lets them know you care. Ignoring them, well that's just a really bad idea.
- **Mono e Mono** – Just because your response is too long or complicated to explain on Facebook/Twitter doesn't mean you should give up. Send them a Direct Message (DM). It's a nice personal touch and shows you're willing to go the extra mile.
- **Show some love** – "Liking" a comment or post, or retweeting a Tweet does wonders for relationship building. It shows you're paying attention, engaged, and actually like what that person has to say. Just don't overdo it. Only "Like" what you actually like!