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Juice PLUS+

Social Media Academy
First 30 Days



Welcome to the Juice Plus+ Social Media Academy

Dive into this training if you are:

- >>> getting started as new partner with beginner levels of social media knowledge
- >>> already an existing partner wanting to rebrand your business by using social media to grow a digital presence.

By following these steps, you will learn how to:

- >>> leverage Facebook and Instagram for growing an audience to attract customers / team members.
- >>> create engaging content and attract new leads in your Inbox by connecting with your own community.



30 Day Social Media Strategy

Over the course of this training, we will break up the **first 30 days** as a new Partner into short chunks of key tasks and milestones to complete to help you master social media,

Day 1 – Day 10

Rewrite your Bio

Template engagement posts

Day 11 – Day 20

Introduce your story

First Facebook / Instagram Live

Day 21 – Day 30

Choose a content niche

Brainstorm content ideas

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Day 1-10



Day 1: Building Your Bio

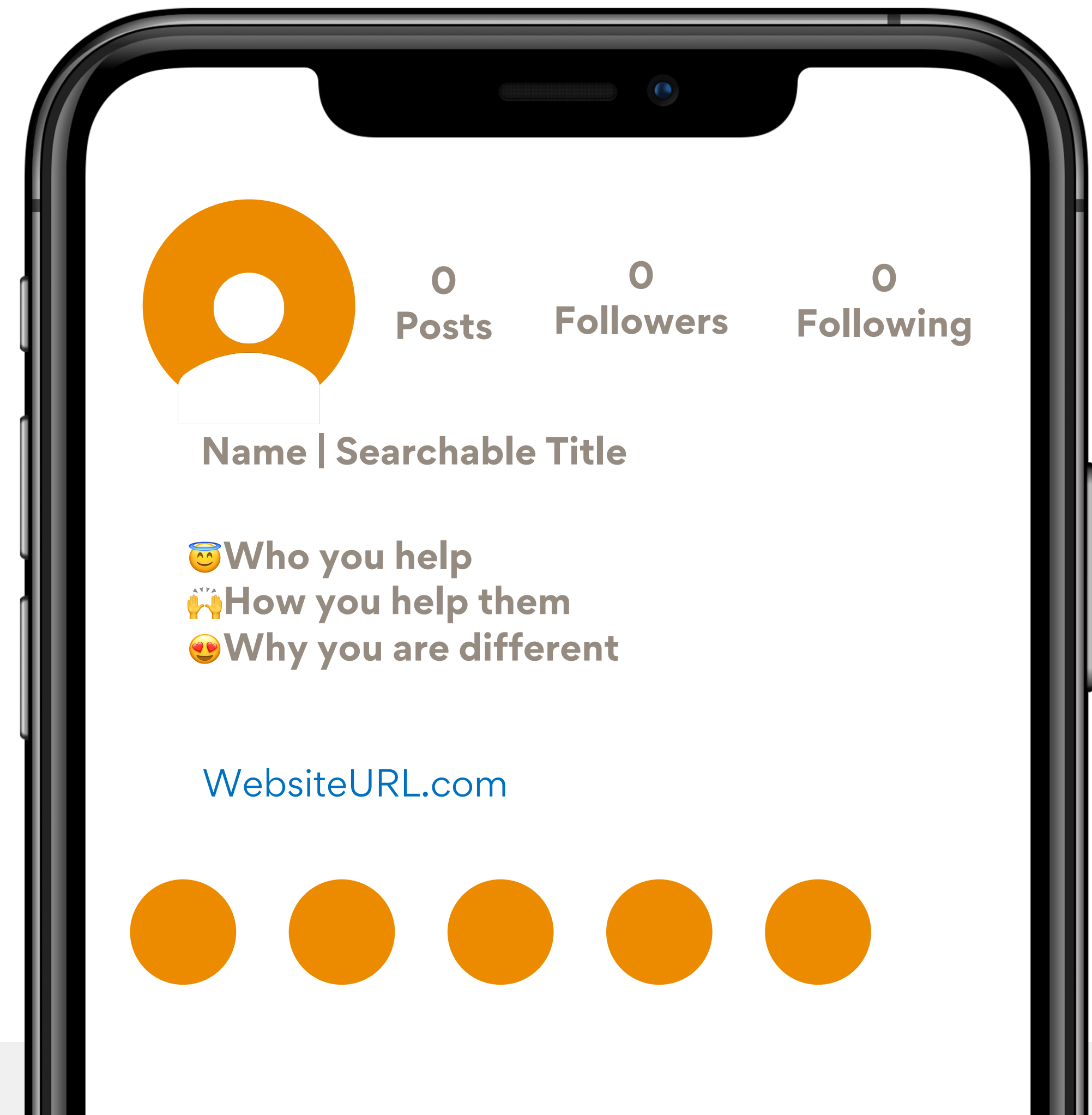
Imagine you see two shops with identical items for sale inside....

Shop A has a balloon arch with matching colours.

Shop B has a dusty sign and a broken window. |

Your profile is your shop window and your bio helps newcomers decide if they want to shop inside!

- Matching Profile Picture and Highlights**
- Strong bio identifying your customer**
- Working website link that adds value**



Day 1: Rewriting Your Bio

At the start of your Juice Plus+ journey it's important to identify **WHO** you help and **WHAT** you post about into **1 punchy sentence** to rewrite your **Instagram / Facebook / Twitter bio**.

"I help BLANK to feel more confident in BLANK

Feel free to use these best practice examples as inspiration to create your own bio that **identifies your target audience**.

"I help Busy Parents to feel more confident in raising their families to live a healthy lifestyle.

"I help Over 50s to feel more confident in keeping active and discovering wellness.

"I help Working Professionals to feel more confident in maintaining an active lifestyle alongside their careers!

Day 2: Create A New Profile Picture

To make a new branded Profile Photo you can use a free design app such as **Canva** or **PixelCut**.

1. Aim to take a half body photo or headshot (above shoulders); not a full length shot.
2. Choose a colour or background design that represents your brand (be unique instead of picking orange for Juice Plus+)
3. The purpose of the profile picture is to be approachable, happy, intriguing and welcoming for others to engage with your content or send you a message.
4. There are detailed instructions how to use Canva or PixelCut in The Juice Plus+ Hub.



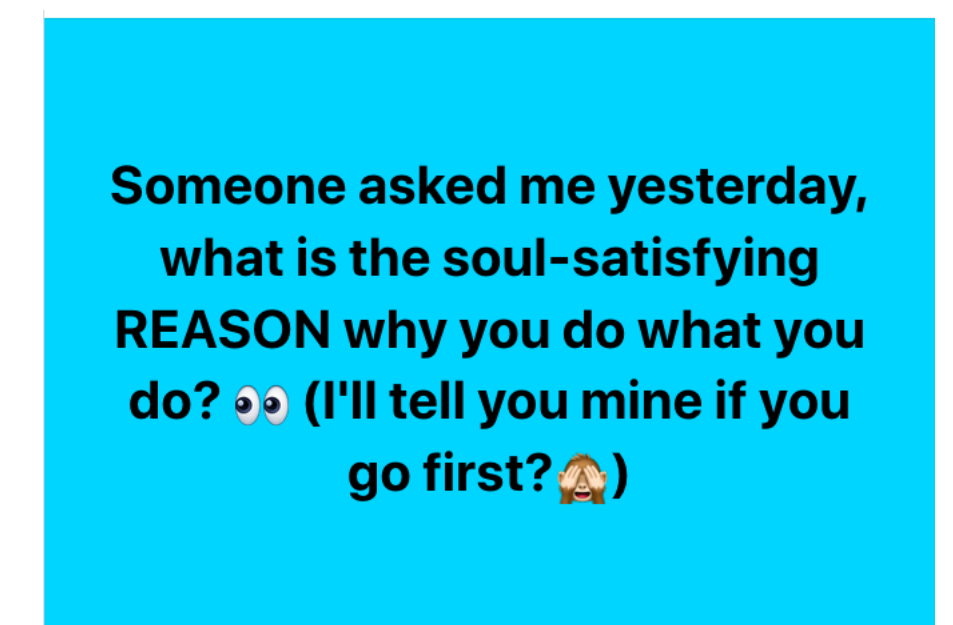
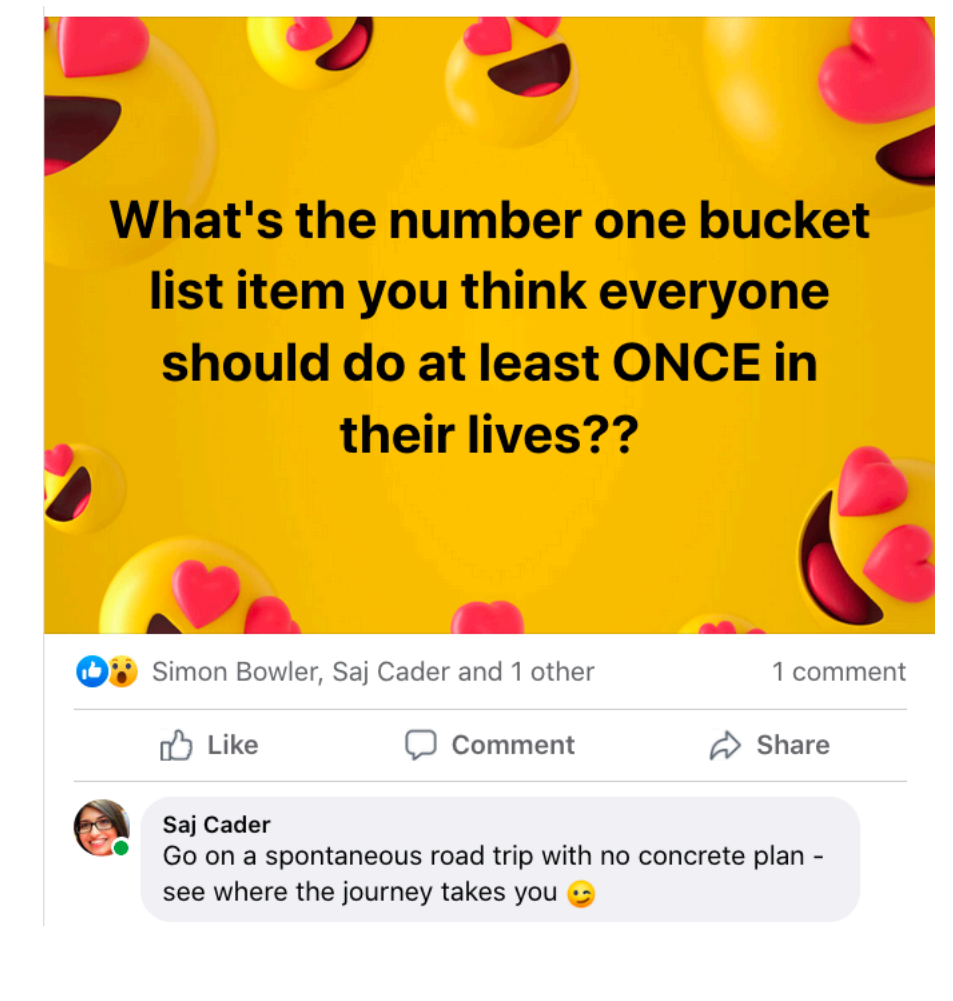
Day 3-10: Post 1 x Engagement Post Per Day

What is an Engagement Post?

They are **questions** and **interactive games** that require a quick comment or action that sparks conversation.

We're going to give you some **pre-made examples** of Engagement Posts and give you techniques how to invent your own.

Post these on Facebook statuses, Instagram Stories or as captions to your selfies!



Nutrition Engagement Posts

Would you rather....
EAT a balance diet on weekdays and cheat on weekends? OR do a 10 Day intense shred?

Keep the list going!
"What I love to add in my smoothie 🥥"
1) Kiwi...

What's the most delicious meal you've ever cooked by yourself??
That most people haven't tried??

Need some recommendations from my foodie friends... which chefs / YouTube channels / influencers / IG accounts do you follow?

Fill in the blank:
I'M VEGAN BECAUSE _____?

HELP! Can anyone recommend any tasty eggless cake recipes??

It's for my vegan best friend's birthday next week!

🌟 Ask me anything about delicious plant-based shake recipes 🌱

I have free time today to help!

Do you get your 5 A Day Fruits and Veggies without fail??

Let me know what you've had today!! 🍌


Family Engagement Posts

HELP!!! My youngest baby is such a fussy eater! 🥦
Which parenting books have you read that changed your life?

Morning toddler mummas and pappas! 👶 How are you all feeling today? 🙋

Describe your naughty child's tantrums in ONE EMOJI... 😂
I choose.... 🌋 (Volcano!)

What JUNK FOOD do your kids eat most at school?
Who needs some tips to make a HEALTHY packed lunch?



Quick, without overthinking, Share 3 positive affirmations about yourself! ❤️
I am _____!

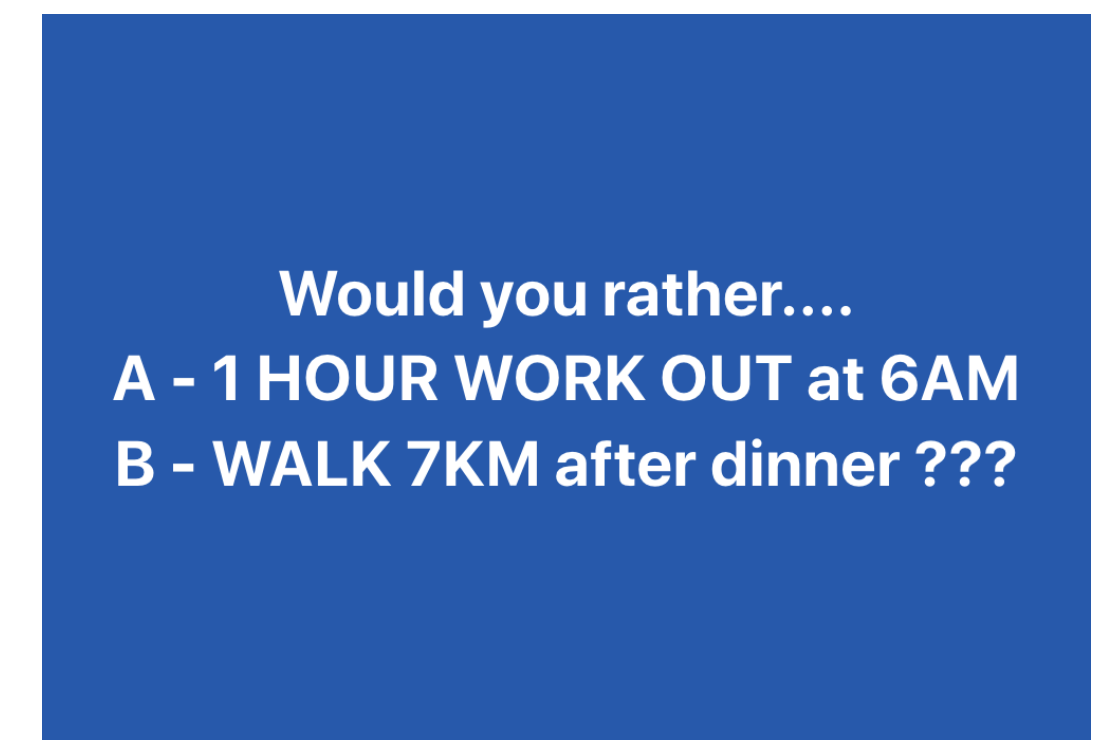
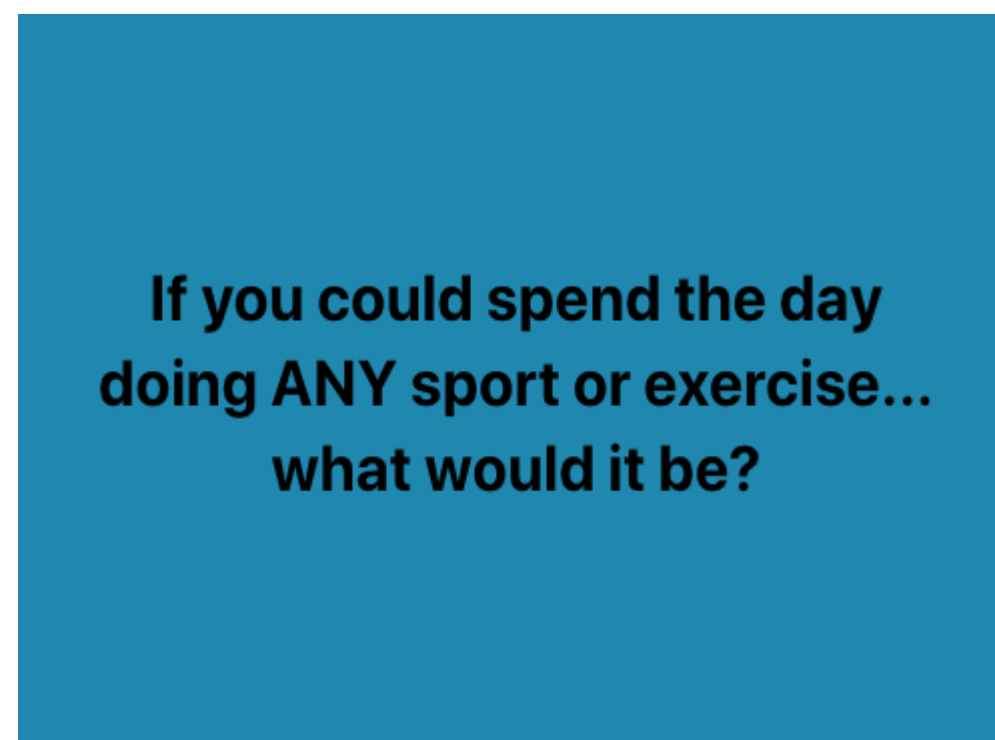
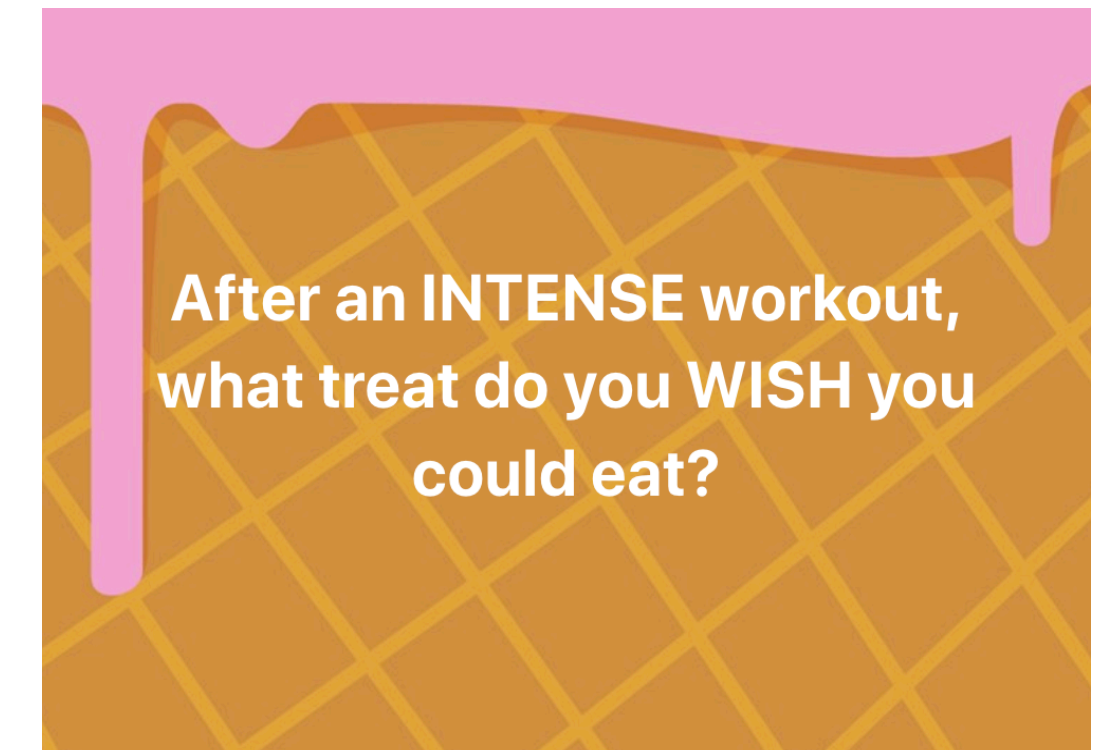
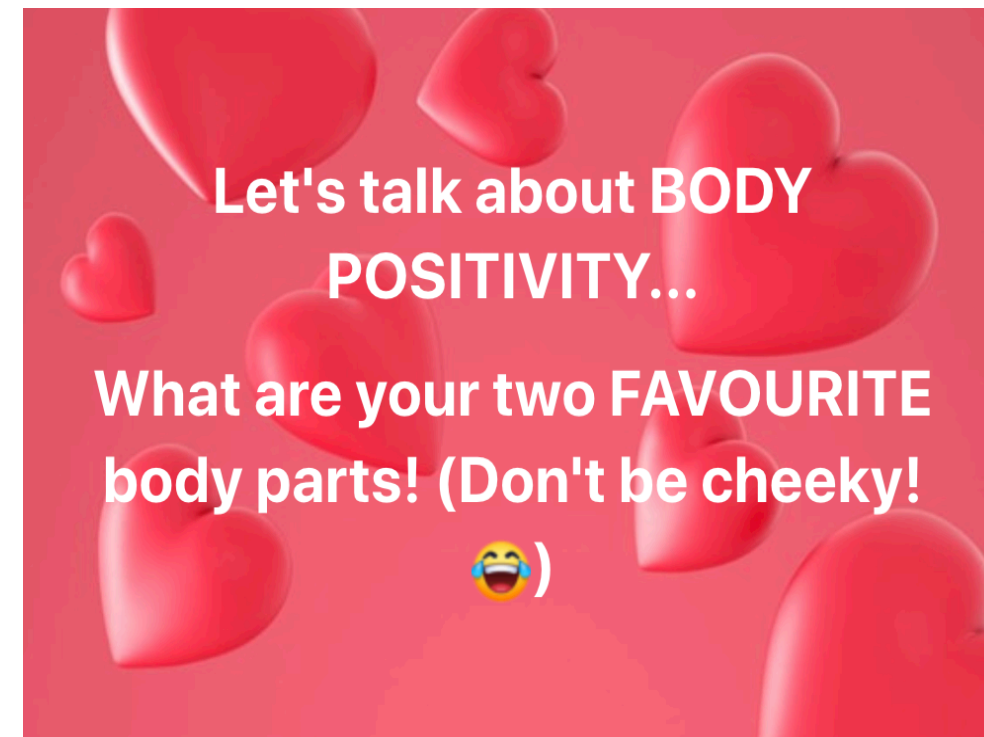
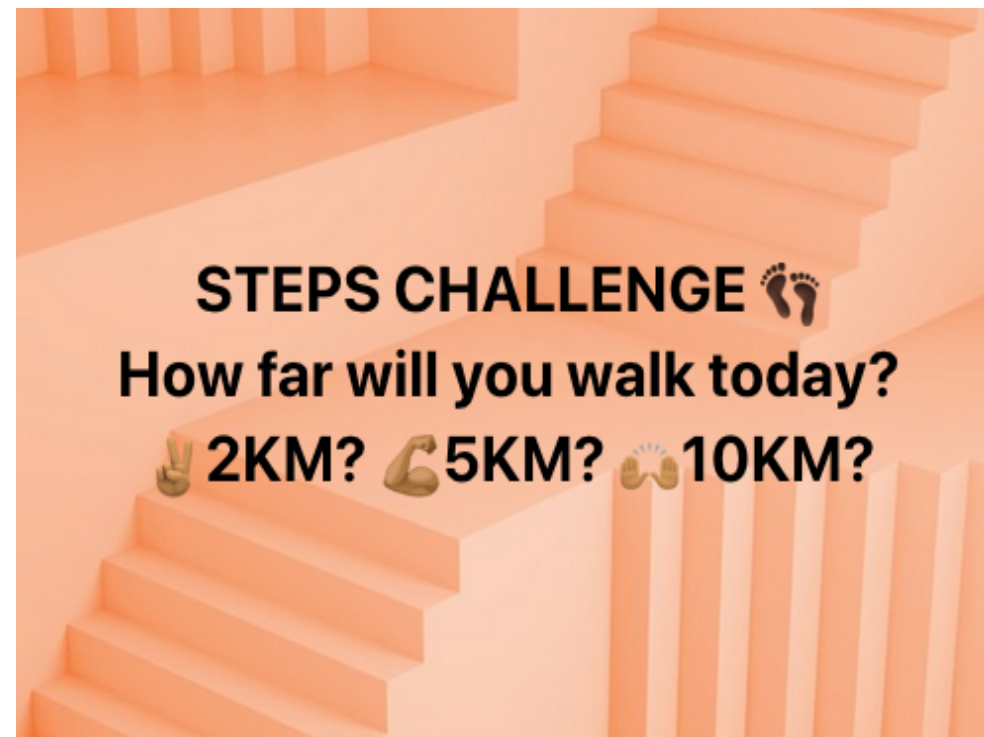
Let's make a list! 📝
What 5 essential items do you keep in your baby changing bag? 🍼

In 5 words or less...
What's your BIGGEST challenge as a parent??

Summer BBQ Weather ☀️
What are you grilling today for the family? and the kids?



Fitness Engagement Posts



Reacting to a Like/ Comment

As your existing community start to interact with your engagement posts, it is extremely important to:

Notice and acknowledge everyone who takes the time to leave a comment

Ask a counter-question and thank the person for their response.

Answer any questions publicly that you can.

(Lots of people will be viewing your posts but too afraid to ask a questions).

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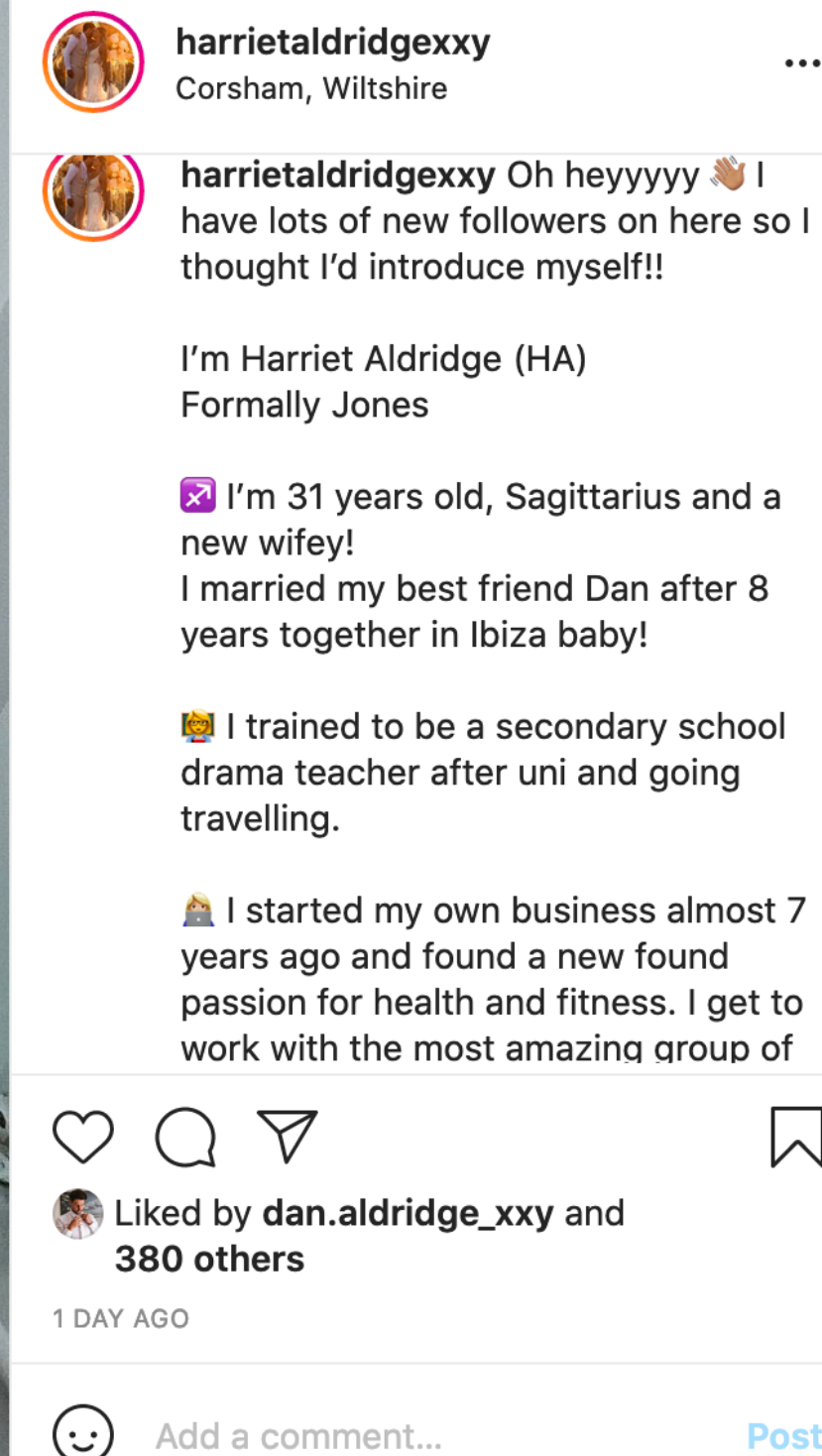
Day 11-20



Day 11: Introducing Your Story

Whether you are brand new to social media or rebooting your content strategy with this training; your **first personal post is your most important post!**

- Selfie / Self-portrait photo
- OR Instagram Live / Pre-Recorded Video (half body photo from shoulders and above.)
- Long caption with emojis as bullet points
- EMPHASISE key words in capital letters within caption.
- Explain WHAT job you did before discovering Juice Plus+, WHO you aim to help and WHAT content your audience can expect in the future.



Day 12-20: Product Photoshoots

No matter which product you choose to begin your own personal Juice Plus+ journey, you can start creating **lifestyle photoshoots** to attract interest to your business.



Use your hands to hold items up to the sky, sea or walls.



“Flat Lay” your items on a table then stand on a chair or lean over the top to photograph from above.



Buy craft paper to make colourful backdrops.

Add props too!



Take a self portrait or selfie whilst enjoying the products or merchandise!

Day 12-20: Product Photoshoots



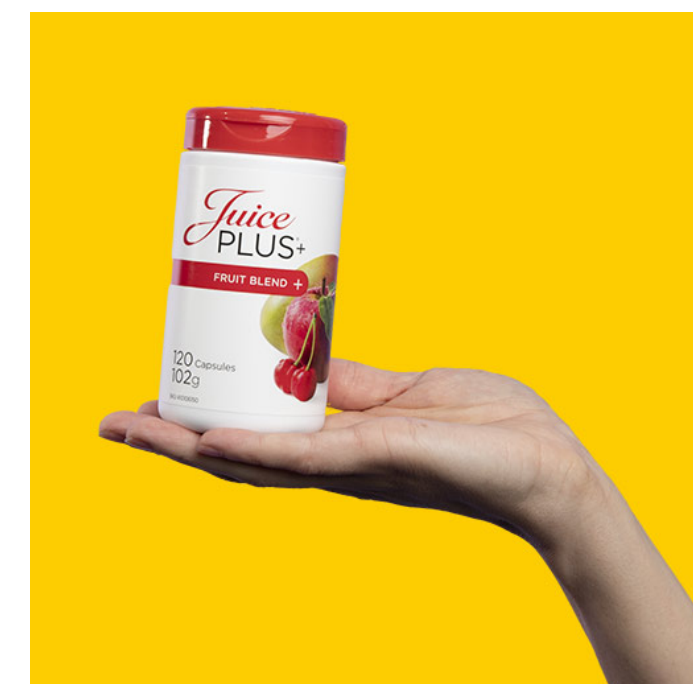
Scatter the products on beautiful table surfaces or write out messages!



Make a recipe and include the packaging. Show your beautiful shakes and smoothie bowls!



Arts & crafts recycle your empty Premium capsules into kids activities!



Use Canva to remove backgrounds from photos!



Be authentic and show your home surroundings where you take the products.

Day 21: Your First Facebook or Instagram Live!

By planning out the opening **90 seconds** of your live, you can attract more viewers. Avoid fixing your appearance, moving the camera or waiting for anyone to join...**START!**

0-30 Seconds

Introduce yourself with a 1 sentence description of what you do.

Outline which topics you will be discussing and who you are.

Good morning guys! Rise and grind time, Today we're going to make a **[shake name] peanut butterlicious shake** with **[ingredients] chocolate, banana and a sprinkle of coffee!** Stay tuned for the recipe, I can't wait to show you how easy it is!

Before we get started and give some shoutouts, I wanted to reintroduce myself to all the new people following my journey.

My name is.....

I am a **[mum of X kids / job]**

Thank you so much for joining in, let's give some shoutouts to all the lovely people watching live.



Day 21: Your First Facebook or Instagram Live!

Instead of addressing all the participants as a group, take the time to thank each name one by one for joining.

30-60 Seconds

Individually welcome everybody who is watching / commenting.

When people hear their name they are 4 times more likely to stay and keep watching rather than leave.

Here we go!

Shoutout to **[use their name] Jamie**

Welcome to **Brian**

Hey hey to **Damian**, thanks for joining

Patricia, so glad you made it!

Chantal, lovely to see you!

Rachel, hey! I can't wait to catch up with you!

Let me know **where you're listening in from and shoutout your city!** Okay let's get started in a second...

Day 21: Your First Facebook or Instagram Live!

Once your adrenaline has settled and a steady number of people are watching, get started with the recipe creation or main topic of discussion!

60 - 90 Seconds

Recap what you are going to cover and start the main content of the livestream!

Use the phrase:

“For the new people just joining in, we’re going to talking about...”

For those of you just joining, we’re going to be making my [shake name] **peanut butterlicious choco shake!**

I’ll walk you through step by step how I make this shake **[give context to when in the day you make this]** once I get home from the gym. So keep a pen handy so you can write down the recipe.

Step One...



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Day 21-30



Day 22: Choose Your Niche

Once you feel comfortable after **3 weeks of consistent activity** on Facebook, Instagram and other channels – it's time to pick your niche!

Most partners create content in 1 of 3 content niches...



- **Workout plans**
- **Exercise tips**
- **Pre and post workout meals**



- **Staying active together**
- **Parenting tips**
- **Healthy snacks or packed lunch ideas**



- **Breakfast and on-the-go shake recipes**
- **Ingredient substitutes to live a plant-based diet**

Day 22: Expand your niche

When you know WHO you are, it becomes easy to find your perfect customer. Imagine **discovering a community** within the Food, Family or Fitness niches of hundreds of people just like YOU who share the same passions and want your help.

To start off, write down a list of **unique things** about YOU.

FOOD

Are you:

- Vegan?
- Gluten intolerant?
- Fussy eater?
- Stomach sensitive?

FAMILY

Are you:

- A Parent?
- With a Newborn baby?
- A Working mom?

FITNESS

Do you enjoy:

- Running?
- Gym?
- Yoga?
- Sports?
- Hiking?

Day 23-30: Try these video / caption ideas

Write down 2 weeks worth of ideas for content by creating solutions that mention your **specific target audience**.



FOOD

Healthy snacks for office workers to enjoy for packed lunch.

Low-calorie treats to enjoy if you have a sweet craving.

Ingredient substitutes for vegans to enjoy meat-free meals.

FAMILY

Fun after-school dinners for families to eat together.

Natural energy foods for busy mums to start the day.

Home workouts for busy parents to try once the kids fall asleep.

FITNESS

Healthy shakes for gym lovers to enjoy after working out.

Outdoor low intensity workouts to stay active.

Snacks for fitness lovers that boost your energy.

YOU'RE NEARLY READY!

HAVE YOU **TICKED** OFF ALL THE TASKS IN THE **SOCIAL MEDIA STRATEGY**?



Rewritten your bio and made a new profile picture?



6+ days of engagement posts



Introduced yourself with a selfie and Facebook or Instagram Live?



Chose your niche and planned 2 weeks of content ideas?