

TLS[®] SOCIAL MEDIA TIPS

Instagram @tlsweightloss

- Take pictures of happy Preferred Customers (PCs) with TLS products
- Repost ⑤ photos that TLS[®] has posted on social media
- Include weight loss-related hashtags ⑦ in your photo captions to increase visibility; e.g. #FindYourFit and #LowGI
- Include a short, creative tagline ⑧ under each post to further define your photo
- Post "Before and After" photos of your customers

BEST TIME TO POST
Noon-5 PM

BEST TIME TO POST
2 & 6 PM

Shoot a creative, low-cost promotional video with a handheld device ⑤

Build excitement with a short and simple video blog

Subscribe to our YouTube channel, TLS Weight Loss Solution

YouTube

Facebook.com/TLSWeightLoss

- Use the custom TLS cover photo ① for your profile
- Create an event invite to share with friends and followers interested in losing weight
- Encourage customers to like the TLS Weight Loss Solution Facebook page ② for constant updates
- Check in with your customers to see their progress and provide encouragement

BEST TIME TO POST
1-4 PM



Want to know more?

Flip the page over for some of our favorite examples and expert tips!

FOR ALL SOCIAL NETWORKS

Utilize the #TLSWeightLoss and #FindYourFit hashtags to share information

Share the same posts on different social media channels to reach as many people as possible

Share the link to your mini-TLS website ⑨ in all posts

Share "Before and After" images from past Find Your Fit Challenge finalists ⑩

Share TLS testimonial videos ⑪ with your followers

Change the privacy settings on your various social media profiles to "public" to increase visibility and potentially attract more customers

Always ask friends and followers to share your content to reach more people

Make sure your social media profiles contain up-to-date information regarding your TLS mini-website, office hours and contact information

Twitter @TLSWeightLoss

- Create catchy tweets ③ that highlight the success of your customers with TLS or your business successes
- Mention @TLSWeightLoss in your tweets
- Retweet ④ tweets from @TLSWeightLoss

BEST TIME TO POST
1-3 PM

TLS SOCIAL MEDIA TIPS

REFERENCE NOTES

Reference numbers on front page correspond to numbers below.

1. Custom TLS banner can be found on UnFranchise.com (Downloads > Support Materials > Sales Aids)
2. [Facebook.com/TLSWeightLoss](https://www.facebook.com/TLSWeightLoss)
3. "Find Your Fit with TLS! Ask me how to get started!" and "Want to lose weight and feel great? Join TLS and get back in shape!"
4. Retweet – a re-posting of someone else's tweet. Twitter's retweet feature helps you and others quickly share that tweet with all of your followers.
5. YouTube allows users to upload videos straight from their smartphone, iPad and/or tablet device.
6. To repost a photo and/or video on Instagram, download an Instagram reposting app such as "Repost Instagram." This app allows you to repost photos from other users' profiles onto your own profile. These apps also give credit to the original poster, which will help prevent your account from getting flagged.
7. Hashtags are labels for social media content that allow you to track topics on various social media platforms. According to Iconosquare, the analytics and marketing suite for Instagram, the top three most popular hashtags used for weight loss are **#weightloss**, **#fitness** and **#health**.
8. Ex: "TLS provides real results for real people! Imagine where you could be in 12 weeks ..."
9. [tlslim.com/YourURL](https://www.tlslim.com/YourURL)
10. These images can be found on [tlslim.com](https://www.tlslim.com) (click on "Success Stories") OR on the TLS Weight Loss Pinterest account at [Pinterest.com/tlsweightloss](https://www.pinterest.com/tlsweightloss) (click on the "TLS Weight Loss Results" board)
11. TLS Testimonial videos can be found at [YouTube.com/MarketAmerica](https://www.YouTube.com/MarketAmerica).