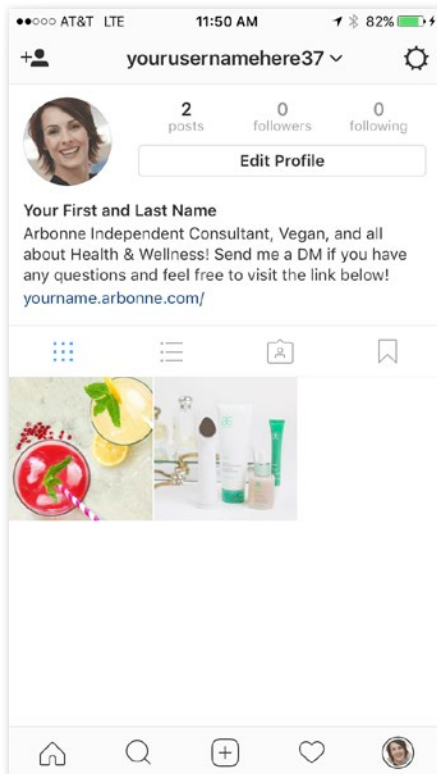




Strategically Growing Your Instagram Followers

Instagram is a fast-growing social media channel that you can leverage to share the Arbonne products, culture and opportunity. This can be an important part of growing your Arbonne business as you attract and retain Clients. Growing your Instagram followers to increase your exposure and social network influence takes some strategic effort. By focusing your time and efforts effectively, you will be able to work smarter and watch your Instagram following grow.

The following tips and action steps will help you to optimize this social media platform as you create a joyful experience for your followers and continue to cultivate your Arbonne business results:



- **Create and optimize your profile:** The most important feature is your personal story, your Why story. This helps to build rapport and attract others to you as you become more relatable to them. Your story gives people a reason to follow you.
 - For guidelines on how to compliantly set up your Instagram account, including the selection of your Instagram handle or user name, refer to “Building an Instagram Account” in your Social Media Success Tools. Keep in mind the word “Arbonne” cannot be used in your Instagram handle or username as it is a corporate registered trademark.
 - Ensure that your profile is public by toggling off your “Private Account” setting in your “Options.”
 - Add a link to your Arbonne replicated website so your followers can easily click and shop if they are interested.
 - Enable notifications to see when people share or comment on your photos. Tracking your Instagram activity will allow

you to more quickly engage your followers and visitors. To enable notifications, go to “Options”, select “Push Notification Settings”, and then check “From Everyone” for every category.

- **Pay attention to the quality of the photos that you post:** If your photos aren’t interesting, your followers will quickly disengage.
 - Focus on one subject at a time, sharing interesting perspectives and capturing small, meaningful details.
 - Use photo editing apps to help optimize your pictures before you post.

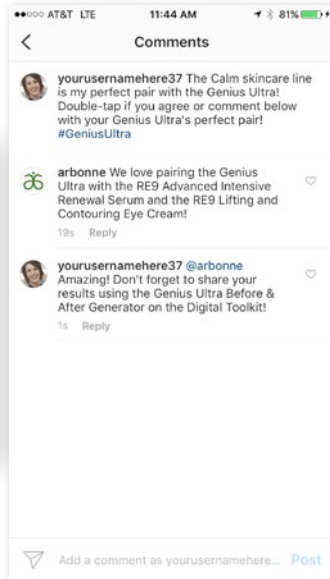
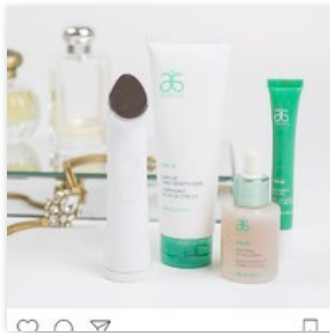


- **Connect with your followers through your photo captions:** Consistently great captions make your posts more shareable and help you to interest new followers.
 - Write your captions in your own voice, allowing your personality, along with the personality of the Arbonne brand, to shine through.



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- Engage followers by asking questions or suggesting a call-to-action, such as “Share your story in the comments!” or “Double-tap the post if you like it!”
- Use relevant and compliant hash tags that are trending or in use from Arbonne posts to give your content exposure to a wider audience. Limit the number of hashtags to no more than three per post.



- **Run Instagram challenges:** Create a promotional post, for example, a 30-Day Challenge or skincare focus, and engage your viewers to post photos of their own and/or follow your account.
 - Pick a hashtag and ask your users to use it in their photo captions.
 - Keep the challenge strong and relevant by showing your interest and quickly engaging photos and/or comments from other users.
- **Share Instagram Stories and Live Videos:** Stories and Live Video posts are a wide-spreading trend because they offer fresh content with an authentic feeling that allows followers to see “behind the scenes” or feel like they are attending an event or presentation with you.
 - For more detailed information along with specific tips and inspiration, refer to “Using ‘Stories’ to Drive Brand Engagement” in your Social Media Success Tools.

Action Steps

- **Interact often with other Instagram users as well as your followers:** Respond to their comments, follow their accounts and engage with their posts. Be sure to consult your country’s anti-spam laws regarding social media.
 - Find other people who have interesting posts and follow them. This will help you get inspiration for your posts and draw attention from a larger audience to your Instagram profile.
 - Cross-promote with other Instagram users that you think your followers would also enjoy. This is another way to grow exposure to your posts and increase followers.

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