



### A step-by-step guide to Facebook

Facebook is a popular, free social networking site that allows registered users to create profiles and business timelines, upload photos and video, send messages and keep in touch with friends, family and colleagues. At Norwex we use Facebook to share product information posts, cleaning hacks, healthy living tips, booking and recruiting details as well as Norwex Movement related information such as tips for reducing chemicals, ideas for how to improve our planet, awareness about the use of plastics and its danger to the environment and more! Be sure to follow us at:

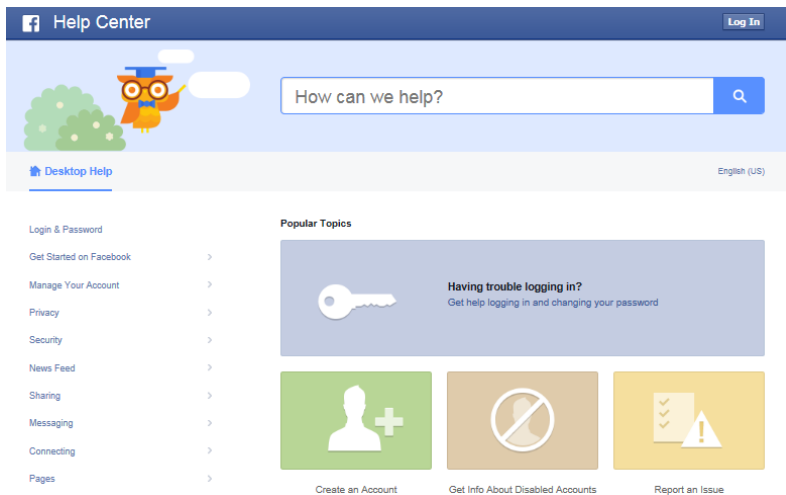
[www.facebook.com/norwex](http://www.facebook.com/norwex)

#### *How-to sign up:*

1. Enter the url: <https://www.facebook.com>

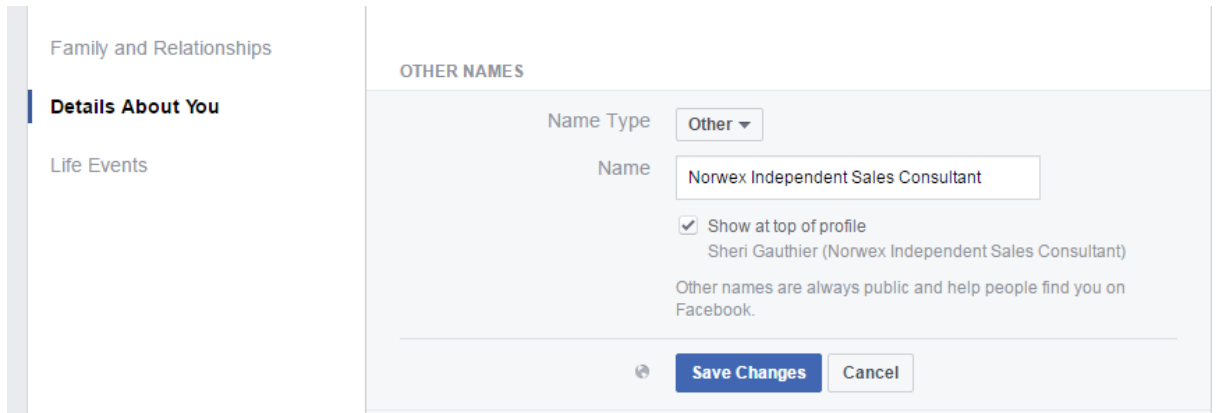
A screenshot of the Facebook sign-up page. The top navigation bar is dark blue with the 'facebook' logo on the left. On the right, there are input fields for 'Email or Phone' and 'Password', a 'Log In' button, and a link for 'Having trouble?'. The main content area is light blue. On the left, there's a section titled 'Connect with friends and the world around you on Facebook.' with three icons: 'See photos and updates from friends in News Feed.', 'Share what's new in your life on your Timeline.', and 'Find more of what you're looking for with Facebook Search.'. On the right, the 'Sign Up' section is titled 'Sign Up' with the tagline 'It's free and always will be.' Below this are several input fields: 'First name' and 'Last name', 'Mobile number or email', 'Re-enter mobile number or email', and 'New password'. There's a 'Birthday' section with dropdown menus for 'Month', 'Day', and 'Year', and radio buttons for 'Female' and 'Male'. A small note asks 'Why do I need to provide my birthday?'. Below the form is a green 'Sign Up' button. At the bottom, there's a red-bordered box containing the text 'Create a Page for a celebrity, band or business.'

2. Decide if you would like a Personal page/profile and/or a Business page.
3. For a personal profile simply follow the steps to sign up.
  - a. On personal Facebook pages keep in mind that usernames are limited 50 characters.
  - b. According to [Facebook terms of service](#) regarding [names allowed](#):
    - “Facebook is a community where people use their authentic identities. We require everyone to provide the first and last names they use in everyday life so that you always know who you're connecting with.”
  - c. For assistance please see the Facebook Help area at: <https://www.facebook.com/help>



On a personal timeline there are a couple areas where a Consultant could add Norwex Independent Sales Consultant if they choose. This is not a requirement for Norwex compliance but a good idea to market yourself as a Norwex Independent Sales Consultant.

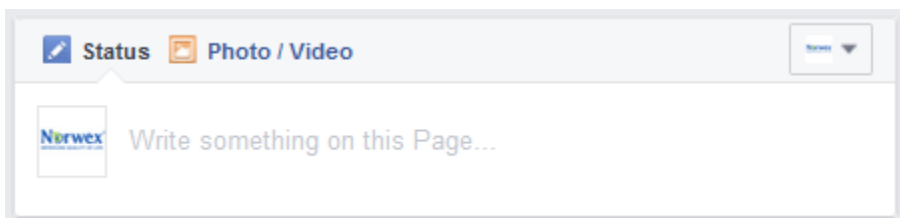
- In the “About section” under “Work and Education”. You can intentionally add your Business Page as your employer to highlight your Norwex Business Page.
- There is also an area in the “About section” under “Details about You”



Tip: In the “About Section” under “Contact and Basic Info” Consultants may also wish to LINK to their Norwex.biz website.

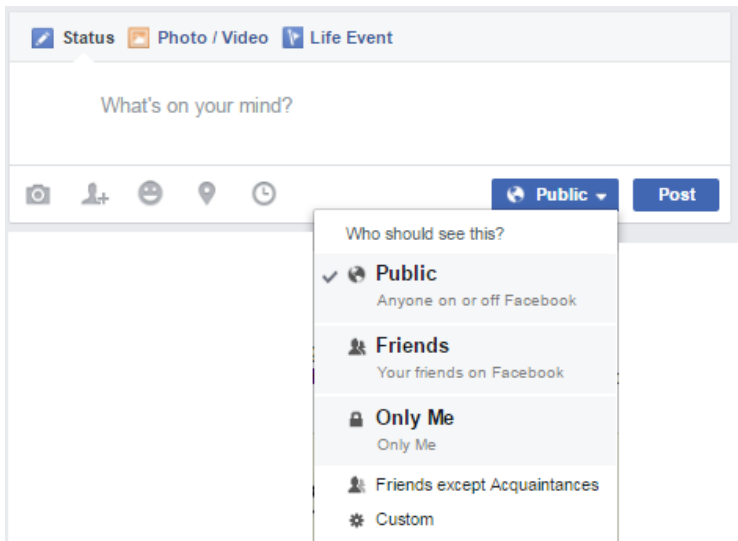
**Post onto your wall:**

1. You can post status updates, photos, links, and even your location onto your profile.
2. Go to your timeline. You will see:



3. Here you can add your update. Check the audience selector to share with a specific group of friends and click "Post." This post will appear on your News Feed, your friends' News Feeds, and on your Timeline.

**Hint:** To post an article from the web on your wall simply type or paste a link into your timeline!



***Edit a post:***

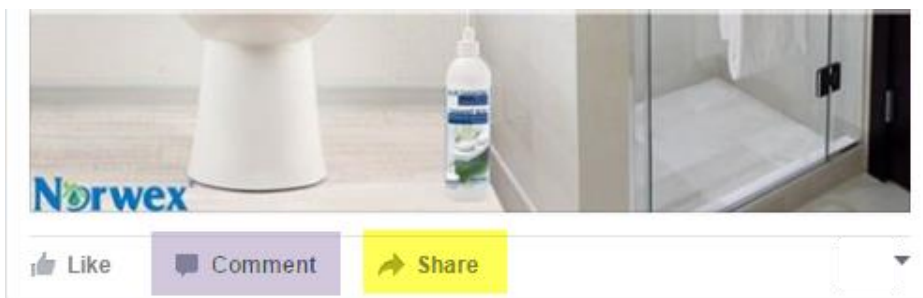
1. Click the top right hand corner of a post you would like to edit.
2. A drop down will prompt you to edit your post.



3. Edit as desired and click save!

***Re-share a friend or brand's posts:***

If you would like to share one of Norwex's Posts or one of your friend's posts just click ' Share' at the bottom of the post!

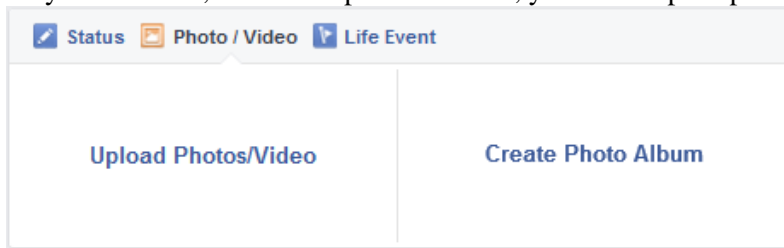


***Hint:*** Be sure to find and like Norwex as soon as you create your account! [www.facebook.com/norwex](http://www.facebook.com/norwex)



***Add a photo album, photo, or video:***

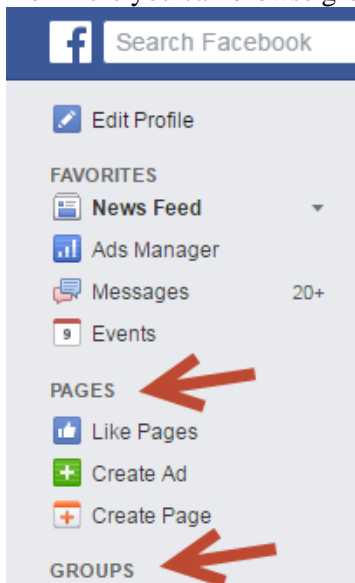
1. On your timeline, click 'Add photos/Videos, you will be prompted to this screen:



2. Choose the desired option and upload the image, video or images.
3. You will be prompted to caption your photos with a description.
4. You will then click "Post" and your image will become live!

***Join an existing Group, find pages and friends:***

1. On the left side of the homepage, select the section you would like to explore.
2. From here you can browse groups your friends belong to and view your suggested friend groups.



To get you started we have great content on our Facebook page including videos, images and more!



Remember, Facebook offers a great HELP AREA at: <https://www.facebook.com/help>

For more social media training please see the Norwex Consultant Office area.

### *How to use Facebook for your Norwex Business*

You have the choice to set up a Business page in addition to your personal profile or have a “Business-Only” Facebook Page (not recommended; please research this to make a personal decision). Either way please select “create a Page” on the sign up area.

1. On a Facebook Business Page there is a limit of 70 characters for your Page name.
2. See the Facebook Business Help Section for more information:  
<https://www.facebook.com/business/products/pages>

### Facebook Business page **using the Norwex trademark in the URL:**

- The URL must include First Name Last Name Norwex Independent Sales Consultant; [www.facebook.com/JaneDoeNorwexIndependentSalesConsultant](http://www.facebook.com/JaneDoeNorwexIndependentSalesConsultant) (Facebook will call this your username)
- The name on the page; Jane Doe - Norwex Independent Sales Consultant
- The banner/cover photo must be a Norwex approved banner. You will find these on the Consultant Back Office under Resources>Images and Logos>Web Social Graphics

### **Generic Facebook Business page example not using Norwex in the URL:**

- Generic URL; eg. [www.facebook.com/cleaningsifun](http://www.facebook.com/cleaningsifun) (Facebook will call this your username)
- You may list your name as anything you chose providing it does not include the Norwex, trademark, product names, or taglines.
- The banner/cover photo may not use the Norwex logos, taglines, products, or trademark images.
- In the ‘About Me’ section, list your name and Consultant title as Norwex Independent Sales Consultant.
- The thumbnail picture should be a personal picture of yourself and may not be an image of a Norwex product, logo or tagline.

### *Posting for your Business:* Follow the 90/10 Rule

- The 90/10 Rule should always be a big part of your social media strategy. It simply comes down to this: use just 10-20% of your content to promote your business, and dedicate 80-90% to content that really interests your audience and engages them in conversations and helps them get to know you. Because people use social media to be social, make your posts primarily about building and keeping relationships and a small amount about positively promoting your Norwex business.
- When you dedicate 80-90% to interesting content that really caters to the interests and needs of your audience you build trust and will, over time, build relationships that allow you to grow your business.
- In short, if you focus too much on your own business within social media as a means for boosting sales and recruiting, your audience will immediately see through it and tune it out.