

SOCIAL MEDIA & DIGITAL TOOLS

What's your knowledge level?



As a Consultant, you have a multitude of digital tools available to you to help you grow your business and achieve your goals. Although we are all at different levels of knowledge with these tools, you can always learn how to manage them and benefit from them. Use this guide to check your current knowledge level. It does not matter if you are at Level 1 or Level 4, the important thing is to use the tools consistently to learn! **The more you use them, the more confident you will feel and the more you can achieve!**

		LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
DIGITAL TOOLS/APPS					
<input type="radio"/>	Email	To communicate with family, friends and contacts.	Add signature with your contact information and website	Linking and synchronizing your email to your mobile/email app	Sending/receiving emails from your mobile phone with links/attachments, etc.
<input type="radio"/>	Mobile Phone	Save notes, your Consultant ID and your password.	Save notes, Catalog, bookmarks, important links, training videos, placing orders	Setting alarms for your Leader, group or company trainings	Creating a photo album with product images, promotions and videos
<input type="radio"/>	Text Messaging	To communicate with family, friends and contacts.	Upload and share photos, links and videos	Sharing the link to your personal website or link to a specific product	Creating contact lists/group lists
<input type="radio"/>	Apps	To communicate/shop/look up information online.	Look up and download apps	Using apps to shop, bank and handle other personal tasks	Organizing apps by theme/use in your mobile phone
<input type="radio"/>	Whatsapp	To communicate with family, friends and contacts.	Creating and saving groups/lists	Sharing the link to your personal website or link to a specific product	Creating contact lists/group lists
SOCIAL MEDIA PLATFORMS					
<input type="radio"/>	Facebook	Setup a business page on Facebook with all of your contact information (i.e. phone, email and personal website or the information you wish to share).	Posting 2 to 4 times per week and staying engaged with followers by replying to comments, answering questions, etc.	Sharing content or from other pages daily, sharing links, uploading videos and photos, linking your Facebook and Instagram accounts.	Creating and managing a business page/ group, interpreting and reading metrics, using Facebook Live, creating and launch ads, using Facebook Messenger, replying to inbox messages

○	Instagram	Setup an account for your business with all of your contact information (i.e. phone, email and personal website or the information you wish to share).	Posting 2 to 4 times per week and staying engaged with followers by replying to comments, answering questions, etc.	Sharing content or from other pages daily, sharing links, uploading videos and photos, linking your Facebook and Instagram accounts.	Creating and managing a business page, interpreting and reading metrics, using Instagram Stories and going Live, using HAS-TAGS, creating and launch ads, using Direct Messages, replying to inbox messages
○	Twitter	Setup an account for your business with all of your contact information (i.e. phone, email and personal website or the information you wish to share).	Posting 2 to 4 times per week and staying engaged with followers by replying to comments, answering questions, etc.	Sharing content or from other pages daily, sharing links, uploading videos and photos, re-tweeting	Creating and managing a business page/group, interpreting and reading metrics, re-tweeting, creating and launching ads, replying to tweets
○	YouTube	Creating a channel for your business with all of your contact information. Creating content related to your business, wellbeing and wellness lifestyle.	Uploading a video 4 times per month (weekly) and staying engaged with followers by replying to comments, answering questions, etc.	Uploading videos, sharing video links, replying to comments, promoting your channel on your other social media platforms	Creating and managing a channel, interpreting and reading metrics, creating and launching ads, creating playlists, creating and doing Livestreams on YouTube
JUST TOOLS					
○	Personal Website	Having a PWS subscription. First 60 days free; \$8.99/month afterward	Sharing and programming your PWS address as default text via text message	Bookmarking your PWS URL in your mobile browser for quick access	Sharing the url to a specific promotion or product from your PWS to a Customer via text message for easy shopping
○	Virtual Office	Accessing VO using your login and password. Knowing your Consultant number and password	Knowing where to find information, placing a Spa order, personal and business materials order	Sending a Spa URL via text message/where to find digital Spa invitations/business materials/promotions/newsletters	Adding contact lists/reading information/downloading reports/looking up information/downloading marketing tools and business forms
○	Closed Facebook group for Just USA Consultants	Joining the closed groups and engaging in conversations.	Knowing where to find information such as documents, photos, posts, etc.	Posting information, sharing tips, engaging with others in the group	Inviting new Consultants to join group
○	Just App	Downloading the app	Looking up product and ingredient information	Sharing information	Inviting new Consultants to use app
○	Joomag	Downloading the app (app is not needed to open and share digital publications)	Sharing link to monthly promotions	Subscribing to receive alerts/notifications (not necessary to receive monthly promotions)	Bookmarking link to monthly promotions for quick access

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