



# SOCIAL MEDIA STARTER KIT

for **LEGALSHIELD ASSOCIATES**

[FOCUS Pilot Project Only]



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This guide is intended for use by participants in the FOCUS Program Only. Members of the FOCUS Pilot Group can expect social media guidance in May and June of 2013 in conjunction with the pilot.

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## **SOCIAL MEDIA POLICY GUIDE**

# SOCIAL MEDIA & VIDEO/PHOTO SHARING SERVICES

LegalShield has created a Social Media Starter Kit to provide specific details of how an Associate can properly use social media. This can be found at the end of the Guidelines. The Starter Kit includes documents on:

- How to create your Facebook Business Page and build your social media audience
- How to share LegalShield Official's YouTube videos on your social channels
- "House Rules" Information and Social Disclaimer—an explanation of what type of content is appropriate or not on social pages.
- Associate-approved Facebook Cover Photo design.

When using Facebook an Associate must follow the below guide for what must be used as an identifier.

- **Correct Identifier** LegalShield Independent Associate, Jane Smith (Please note that Facebook will require a lowercase "s" in "Legalshield.")
- **Not Allowed** LegalShield, Jane Smith; Legal-Shield, Jane Smith; Legal Shield, Jane Smith; Jane Smith, LegalShield; Jane Smith, Legal-Shield; Jane Smith, Legal Shield.

Associates **may not** create a business-related YouTube channel. YouTube channels may not have the LegalShield name or logo anywhere in the channel name, profile picture, "About" section, video description or video tags. Additionally, Associates may not publish any LegalShield - related videos on YouTube or any other social channel other than those made by LegalShield Official.

Associates **may**, and are encouraged to share LegalShield Official's YouTube videos on other social channels as a way to still provide video content about LegalShield's services to Associates' audiences.

Associates **may not** engage in self-promoting comments on LegalShield Official's YouTube Channels.

Associates **may not** post anything on Pinterest with LegalShield identified in a photograph, graphic or text.

Associates **may not** use the LegalShield logo or any LegalShield related image as their profile picture on any social channel.

Associates **may not** make statements about specific income or projection of income.

Associates **may not** post offers of employment or “job hiring”. They must focus on owning your own business.

In all professional social media engagement, Associate **must** disclose association with LegalShield so as to be transparent to their audience.

In all professional social media engagement, Associates **may not** engage in any form of abusive, harassing, stalking, threatening, attacking, defamatory, offensive, obscene, vulgar, violent, hateful, fraudulent, deceptive, unlawful, trolling, spamming or damaging behavior.

## **ONLINE/DISPLAY OR MOBILE CONSUMER ADVERTISING**

Associates may not advertise at this time.



## **STEP-BY-STEP FACEBOOK GUIDE FOR LEGALSHIELD ASSOCIATES**

# WELCOME

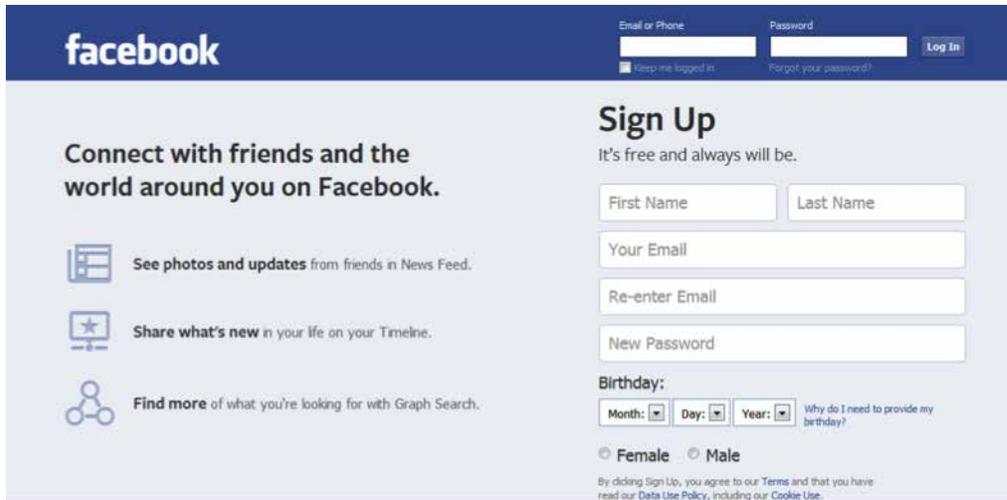
Facebook is the world’s largest social media network and continues to grow at an exponential pace. With over one billion users, users are able to create brand pages and join the social conversation where their customers are already spending a large amount of their free time. Word of Mouth Marketing is more prevalent than ever, as people are trusting peer recommendations over advertisements more than ever.

## In this document you will find:

- A step-by-step guide on how to set up your Facebook Business Page
- Information and best practices on how to engage on Facebook and grow & nurture your Facebook audience
  - What is Social Media? “Five Guiding Principles” to keep in mind while creating your Facebook presence
  - Creating Social Media Content
  - How to Build a Facebook Following
  - How to Measure Your Facebook Success
  - Miscellaneous Facebook Features
- LegalShield contact information for social media question support
- Facebook Help resource

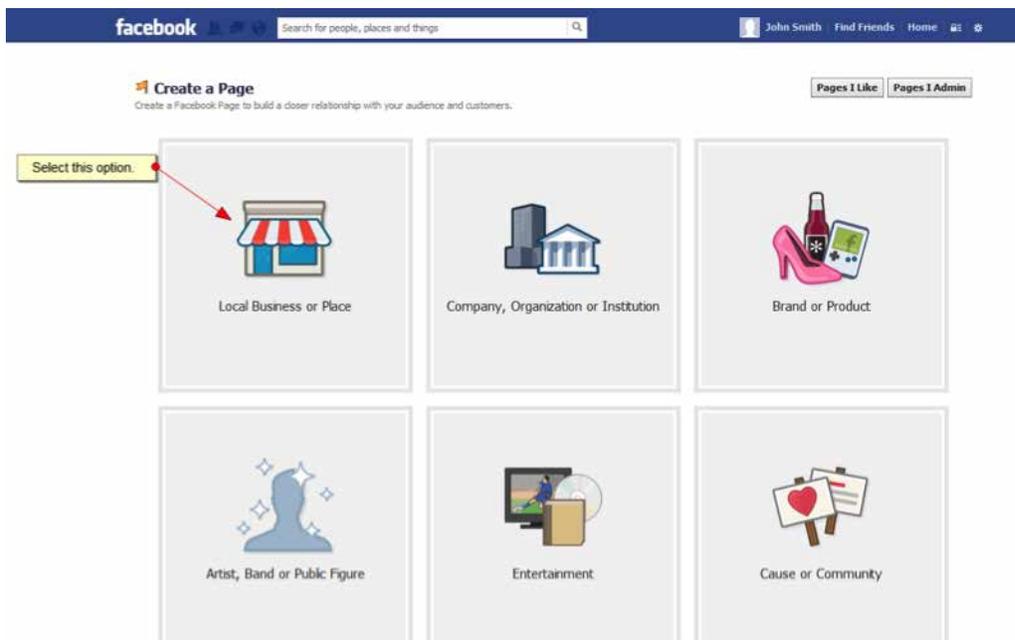
# STEPS TO GET STARTED ON FACEBOOK

1. If you don't have a personal account already, you must create one by visiting [www.facebook.com](http://www.facebook.com) and filling out the "Sign Up" information.



The screenshot shows the Facebook sign-up interface. At the top left is the Facebook logo. To the right are fields for "Email or Phone" and "Password", with a "Log In" button and links for "Keep me logged in" and "Forgot your password?". The main heading is "Sign Up" with the subtext "It's free and always will be." Below this are input fields for "First Name", "Last Name", "Your Email", "Re-enter Email", and "New Password". There is a "Birthday:" section with dropdown menus for "Month:", "Day:", and "Year:", and a link "Why do I need to provide my birthday?". At the bottom of the form are radio buttons for "Female" and "Male". A small disclaimer at the very bottom states: "By clicking Sign Up, you agree to our Terms and that you have read our Data Use Policy, including our Cookie Use."

2. Once you have created a personal account, you will be able to create a page and be an administrator. While logged-in to your account, visit [www.facebook.com/pages/create.php](http://www.facebook.com/pages/create.php) to create a Facebook Business Page.
3. Next, select "Local Business or Place" to get started on building your LegalShield Associate Facebook Business page. (See image below.)



4. Choose the category “Professional Services” then enter in all the pertinent business information, agree to the [Facebook Pages Terms](#), and click “Get Started”. **IMPORTANT:** *Your page name must follow this naming convention: Legalshield Independent Associate—First & Last Name. Failure to follow this convention may result in action by LegalShield.*



**Create a Page**  
Create a Facebook Page to build a closer relationship with your au

**Local Business or Place**  
Join your customers on Facebook.

Professional Services

Legalshield Independent Associate - John Doe

1234 Front Street

Ada, Oklahoma

74820

123-456-7890

I agree to Facebook Pages Terms

**Get Started**

You may notice that Facebook’s rules do not allow the “S” in LegalShield to be capitalized. Please keep Legalshield as one word, with a lowercase “s”. (Note: The “S” in the LegalShield Corporate page is capitalized and is the only exception to the rule.)

- Next, follow the steps to set up your page, starting with Step 1, filling out your business description in the “About” section. This “About” section will hold most of the SEO (search engine optimization) weight, so it is important to add in all the relevant pieces of information seen below. You should disclose that you are a LegalShield Associate in this section.

### Set Up Independent Legalshield Associate - John Doe

1 About 2 Profile Picture 3 Facebook Web Address

Add categories, a description and a website to improve the ranking of your Page in search.

Professional Services

Click a specific category:

Arts & Entertainment Community & Government Event Food & Restaurant Home Nightlife Outdoors  
Professional Services Region Residence & Other Shopping & Retail Sports & Recreation  
Travel & Transportation

I am a LegalShield Associate. Contact me for more information about how you can protect yourself and family for a small monthly fee.

[Add Another Site](#)

Is Independent Legalshield Associate - John Doe a real establishment, business or venue?  Yes  No  
This will help people find this establishment, business or venue more easily on Facebook.

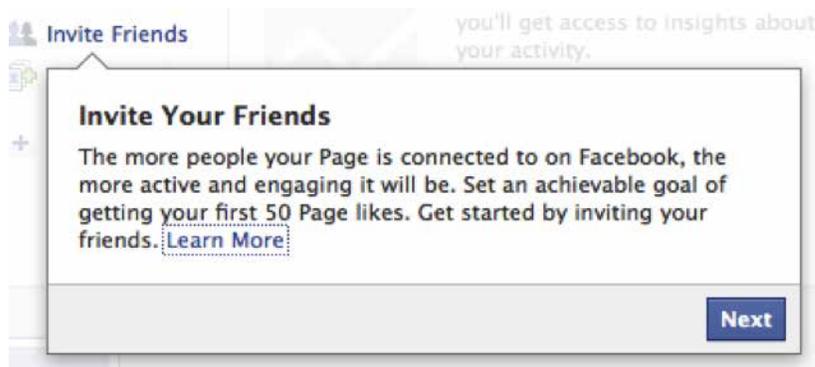
Will Independent Legalshield Associate - John Doe be the authorized and official representation of this establishment, business or venue on Facebook?  Yes  No  
This is a legally binding statement regarding the authenticity and representation of this Page.

[Visit Help Center](#) [Save Info](#) [Skip](#)

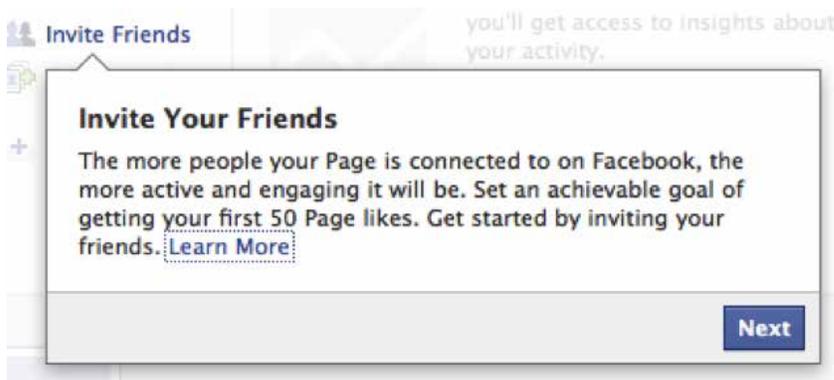
- Step 2 allows for the uploading of a profile picture. Choose a professional headshot of yourself and upload here. Once you have your profile photo uploaded, you will be able to also add your cover image, as provided by LegalShield, once the page is live. **IMPORTANT:** *Please ensure that your cover photo is the one provided in this Starter Kit. Failure to do so may result in action by LegalShield.*



- Step 3 allows you to enable ads. **DO NOT** enable ads, as it is against LegalShield’s current Independent Associate Social Media Policy, and failure to comply may result in action by LegalShield. Click “Skip.”



8. Next, Facebook will lead you through a “tour” of your new Facebook Business Page. The “Invite Your Friends” feature is a great way to spread the word about your new Facebook Business Page. You can recommend the page to your Facebook friends, and also send an email to your list of contacts, letting them know about the new page.



9. Before you begin posting on your Facebook Business Page you will want to make sure you have uploaded a professional looking cover photo. LegalShield Corporate has provided one in this Starter Kit that is recommended to use. To upload the cover photo, click on the “Add a Cover” button (see image below) and select “Upload photo.” Then, chose the LegalShield Corporate provided cover image from your computer and click the “Save Changes” button.





- At any point, you will be able to edit your page information by clicking on “Edit Page” on the top right of the Admin Panel. The full Admin Panel can be seen by clicking “Show” and will allow you to see notifications, check messages, track new “likes”, and view your page analytics. We discuss this more in the “Being an Administrator” section below.



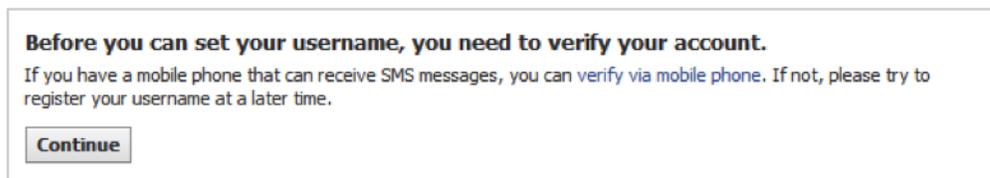
11. One edit you should make is to your page URL. Facebook will allow you to create vanity URL for your page, such as [www.facebook.com/LegalShieldIndependentAssociateJohnDoe](http://www.facebook.com/LegalShieldIndependentAssociateJohnDoe). The purpose of a vanity URL is so that you can give people URL that is easy to remember, and makes it easier for them to find you on Facebook.

It is important to note that once you create your username, it can only be changed once. **IMPORTANT:** *You must follow the naming convention: LegalShieldIndependentAssociateJohnDoe.*

To create your own vanity URL, click on “Edit Page” and select “Edit Public Info” from the drop-down options. (See image below). Then, click on “Create a username for this page? Learn more.”

A screenshot of the Facebook page setup form for 'Legalshield Independent Associate - John Doe'. The form includes several fields: 'Category' with dropdowns for 'Local Businesses' and 'Professional Services'; 'Official Page' with a 'Pick a topic' dropdown; 'Place Sub-categories' with a dropdown showing 'Professional Services' and a red arrow pointing to it from a yellow box labeled 'Click here.'; 'Username' with the text 'Create a username for this page? Learn more.'; and 'Address' with the text '1234 Front Street'.

You will then need to verify your account via mobile phone. Click “Continue” and follow the instructions provided.



Type in your desired username (follow the naming convention IndependentLegalShieldAssociateJohnDoe) and check availability.

**Each Page can have a username**  
Easily direct someone to your Page by setting a username for it. After you set your username, you may only change it once.

Page Name: Legalshield Independent Associate - John Doe

Type your desired Username here.  
(i.e. LegalShieldIndependentAssociateJohnDoe)

Check Availability

If the username is available, click “confirm.” If it is not, you will need to find a different version that represents yourself. For example: LegalShieldIndependentAssociateJDoe or LegalShieldIndependentAssociateDoeJohn.

12. Under the “Edit Page” section, you may also want to review “Your Settings” and “Manage Permissions” and customize your page based on your preferences.

**Legalshield Independent Associate - John Doe**

**Your Settings**

- Manage Permissions
- Basic Information
- Audience Suggestions
- Profile Picture
- Featured
- Resources
- Admin Roles
- Apps
- Mobile
- Insights
- Help
- Deals

Similar Page:  Include Legalshield Independent Associate - John Doe when recommending similar Pages

Suggestions: [timeline... \(?\)](#)

Edit "Your Settings" and "Manage Permissions" based on your personal preferences.

Page. [View all email settings for your pages.](#)

Onsite Notification:  Send me a notification on Facebook when people post, like, comment on, or Associate - John Doe a message.

Save Changes Cancel

13. Congratulations - You have now set up your professional LegalShield Independent Associate Facebook Business Page! To learn “best practices” of Facebook engagement, continue reading below.

## **WHAT IS SOCIAL MEDIA?**

# INTRODUCTION

Social media is one of the top ways that people now communicate with friends, family and businesses. It's a place where people can create, share and exchange information with online communities, and has become a big part of our everyday lives. Today, 91% of adults online use social media regularly, and 85% of internet users have Facebook accounts.

The main purpose for social media is to be social, not promotional. Facebook was created for people to connect with the people and things they care about, and is meant to be friendly, social and engaging. Alternatively, the intent of social media channels was never for business promotion, but businesses learned how to use these channels to connect with audiences. With that in mind, businesses should never be overly-promotional on Facebook (or other social channels) as it will risk turning-off its potential audience(s).

With that in mind, there are Five Guiding Principles to keep in mind while building and growing your Facebook presence:

## **Five Guiding Principles:**

1. Build a strategy that is social by design
2. Create an authentic (and not too sales-driven) voice
3. Make it interactive (ask questions, draw insights from fans on how to build your business)
4. Nurture your relationships
5. Keep learning

# CREATING SOCIAL MEDIA CONTENT

Once you have the page set up with a profile picture and cover image, and all important page information is completed, it's time to focus on the power behind the page's success: **CONTENT**. There are many things to think about when creating content for your Facebook page such as: how often to post, what percentage of promotional vs. conversational content mix you should use, voice, how to creatively write content, scheduling, EdgeRank and more.

## How Often To Post

Have you ever had a Facebook friend who posted too often and they bombarded your news feed? Many of us have experienced that, and it can be annoying. Therefore, keep in mind when you post on Facebook that you do not want to go overboard and post too frequently that it bothers those who “like” your page. It is not unheard of for people to “unlike” a friend or business page because of hearing from them too often!

The perfect formula for how often to post varies between brands, people, etc., however, **it is widely accepted to post once per day**. When starting your page, we recommend posting no more than this. If you build a large following overtime and want to experiment with your post frequency, feel free to try posting twice a day (only a few times per week) and see how your audience responds. If you see your number in “likes” drop, go back to doing a once/day posting schedule. Alternatively, if you see your number in “likes” increase, you know that your audience is happy to hear from you at this frequency.

**We recommend never posting more than twice per day**, and if you do need to do more than 1 post in a day, be sure to space them out by more than 4 hours. Any closer than that and people might feel overwhelmed by your content.

## Finding the Right Promotional vs. Conversational Content Mix

As previously mentioned, you don't want your content to be too overly-promotional, but the reason you have a Facebook Business Page is to promote your LegalShield business, so – how do you balance it? We recommend following the **60/20/20 rule**. This means 60% of your content is conversational, 20% is industry-related, and 20% is promotional.

Conversational content is non-legal services and non-LegalShield related content that will resonate with your audience. For example, conversational content may be asking on Friday what people's weekend plans are, sharing any kind of advice/tips they might find useful, reminding them of upcoming holidays/events, sharing fun and engaging internet memes (that are appropriate), sharing inspirational

quotes, asking how their Monday is, etc. Overtime, you will find out what kind of conversational content your audience engages with most and you can follow that pattern for future content.

Content that is “industry-related” may be information like facts about how often people the average American needs legal assistance, how many people are affected by identity-theft, etc. It may also include current events or any other facts or news that is related to legal services. It does not directly mention or discuss LegalShield.

Promotional content is information about LegalShield. This can be LegalShield history, awards, services, cost, etc. These types of posts aim to inform people of LegalShield, why they might need it, how they can get it, etc. With this kind of content you will want to direct people to your associate hub-page or the official LegalShield website.

## **How to Develop Your Facebook Voice**

Take time to think about what your business persona is going to be across social media platforms, and how that persona will translate to a social dialect. Are you funny, professional, sarcastic, sincere, etc.? Whatever it is, own it. (Just make sure that it is not offensive!) Social media is about casual conversations. Be who you are, and stay consistent with that. Making a Facebook presence is hard work, but you should also have fun and get to know the fan base and user base.

## **How to Creatively Write Content**

Your fans have “liked” your page, and now they expect to get fun, informative updates from you! How do you make sure that you don’t do the same content every day, and how do you make sure your posts aren’t boring? Beyond following the 60/20/20 rule previously mentioned, the key to have engaging content is to first identify your audience, and then write the posts that are interesting to them in different formats.

Here are steps to create good content:

1. Spend time analyzing your target audience and demographic:
  - a. Who are they? (age, gender, income, etc)
  - b. Where do they spend their time online?
  - c. What are their interests, hobbies, etc?

2. Next, create a “content calendar” for each month. A content calendar can be easily drafted in a table or excel document that lists what you will post about each day. This helps you plan ahead, save time, and also be able to easily see if your month’s worth of content follows the 60/20/20 rule.
3. Try crafting your posts in different ways, not just the same boring sentence format every day. Some fun, engaging ideas are:
  - a. Fill-in the blank posts: People love filling in the blanks with their opinion. An example post would be: My favorite thing about LegalShield is \_\_\_\_\_.
  - b. Photo Caption: Facebook users generally respond very enthusiastically when challenged to provide photo caption for an image post. Try this out with your audience!
  - c. True or False? A simple, fun way to get users to converse with your brand. Provide a simple, interesting “fact” with a true or false question. Make sure to respond at some point with the correct answer.
  - d. Share current industry news: Add value for your community by helping them stay informed about current trends or news occurring in your industry.
  - e. Seasonal/Holiday Updates: Is there a big event coming up? A change in weather? Use this timeframe to either provide tips or relate your brand to this change.
  - f. Event Reminders: If there is an upcoming event in your industry or organization, remind everyone! This can be a useful post that people will appreciate.
  - g. Ask and answer a popular question in your niche: Chances are, there are some common questions people have about a popular product, service, etc. in your industry. Ask and answer the question and you will be fulfilling an important need.
  - h. Quotes: Quotes are something people can relate to. Find ones that you think are most relevant to your community and post them. See how many people “like” or share them!
  - i. Interesting facts: Expand readers’ knowledge with some fun facts! Bonus points if they tie in to your community and encourage discussion. Start with “Did you know...” , “FUN FACT: .....”, or “Bet you didn’t know....!” (These can also be fun as “trivia” posts. Pose the trivia question and answer after fans have guessed)
  - j. Polls: People love to provide their opinions. Polls are a quick, easy way to get fans engaged, whether it’s about your brand or something conversational like holiday plans. (Facebook has

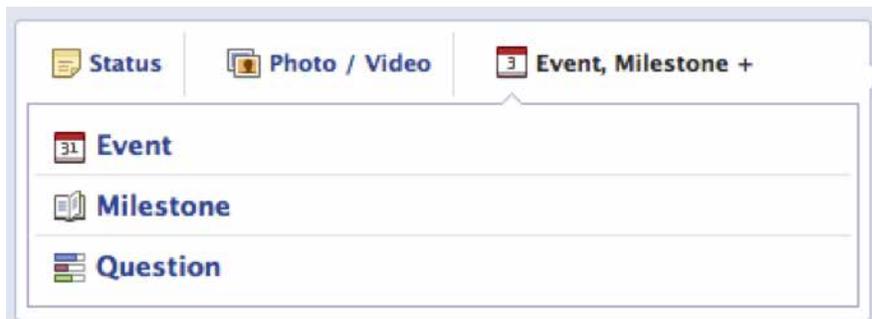
a “Question” format in it’s status update, and we will show you how to use that as a Facebook “Poll” in the “Types of Posts” section below.)

- k. Countdown: Have a new service coming out soon? Do a countdown to pump up the buzz about it. Getting ready for Christmas or New Years? A countdown also works for a larger event like this and can be paired with suggestions, tips, fun facts, etc.
  - l. Memes: Memes have become increasingly popular and can be found or made at sites like [www.quickmeme.com](http://www.quickmeme.com) or <http://www.someecards.com/usercards/create>. Many popular ones can also be found on [www.redditt.com](http://www.redditt.com).
  - m. Relaxation tips: Everyone, especially those who use social media, are constantly plugged in to a fast moving and quickly changing world. Help people find a way to relax. Suggest different tips like stretches, teas, breathing exercises, mental tricks, etc.
  - n. Get your audiences’ opinion on your social skills: Every now and then it’s nice to check in with your fans and ask them how you are doing and what they would be interested in seeing more of. You might find some more inspiration for other posts!
  - o. Crowdsource for opinions: Use social media as your free focus group and ask for people’s opinions on topics of interest.
  - p. Important business announcements: When something new happens at LegalShield or your Associate business, be sure to communicate it with your audience directly over social media and respond to their opinions on your new change.
  - q. Ask users to share their favorite memory: Relate the requested-memory to something about your brand or sometime time sensitive. For example, if it is the holiday season, ask users for a favorite memory about the holidays.
4. Experiment with varying the time of day that you post the content to see how your engagement levels increase with the fan base.
5. Visit LegalShield’s Official Facebook Business Page at [www.facebook.com/LegalShieldOfficial](http://www.facebook.com/LegalShieldOfficial) and read what content is being published there. Feel free to use this content on your own Facebook page by clicking “Share.” Please also “like” the page when you are there so that you will get updates in your News Feed that you can use for content!

## How to Schedule Facebook Posts

We recommend using a social media dashboard to schedule posts, so you can input the content for each month well in advance so you aren't scrambling to add content last-minute and haphazardly. Some platforms you could consider using are [Hootsuite](#) or [Sprout Social](#). Facebook also has an option to schedule posts from your Facebook Business Page, and you can find step-by-step directions on using it here: <https://www.facebook.com/help/389849807718635/>.

## Types of Content



Depending on what type of content you'd like to share, you have numerous options via posting on your timeline for your fans to see.

- **Status** A status update is strictly a text post (no images, links or video).
- **Photo/Video** If you'd like to add a photo or a photo album to your page, you can click the "Photo" option pictured above, and you have the option to upload a photo, take a photo, or create an album. Select an option, and enjoy sharing your visual content. We have seen higher engagement rates with photos over regular status updates or videos.
- **Event** To share an event that you are hosting for existing or potential new customers, create an event using this option, and invite your fans and friends.
- **Milestone** With the new Facebook Timeline, users are able to add important personal and/or corporate milestones to the page. Examples include the date you started your associate work with LegalShield, events you've hosted or attended, etc.
- **Question** This is an effective share option that we have seen high levels of engagement when utilized correctly. Use this option to poll your fans and others from your page. Ask a question in the white box, then click "Add Poll Options" to add potential answers to your question. The default is three

answers, so try and stay within 2-3 answers for maximum engagement. Otherwise, users will have to click to view more options, which slows down interactions and will decrease overall engagement.

## EdgeRank Explained

The content you create and share is your “make-or-break” component on Facebook. To get the most out of your Facebook page and presence, your posts appearing on your fans’ newsfeeds is essential. This is where EdgeRank becomes important. EdgeRank is Facebook’s algorithm that personalizes users’ newsfeeds and inserts posts it thinks will interest them. In very simplified terms, if users (or their friends) are interacting with your page on a fairly frequent basis, you show up; if not, you get dropped.

When it comes to Facebook marketing, you can use two metrics to measure your success: engagement rate and the “people are talking about this” rating:

- Your engagement rate can be determined by dividing your total “likes” and comments by your total number of fans ( $\text{Likes} + \text{Comments} / \text{Total \# of Fans}$ ). That’s why your posts need to be engaging and spark a reaction. A high engagement rate helps you build your EdgeRank and gets you seen more often.
- Your “people talking about this” rating is basically your “buzz” metric. It measures who’s talking about you or your posts on their pages and can be found in your page’s Facebook insights as well as on your page.

The next logical question is, “How do we increase our interaction and sharing?” To boost interaction, you need to post often and engage consumers in a two-way dialogue. More than 70% of interactions occur during the first hour after a post is made. Keep your interactions up by posting more often and by being online and available right after you post to monitor the conversations. In other words, don’t post and go to bed. And keep in mind that a post posed as a “question” tends to drive more interaction than one written as a statement.

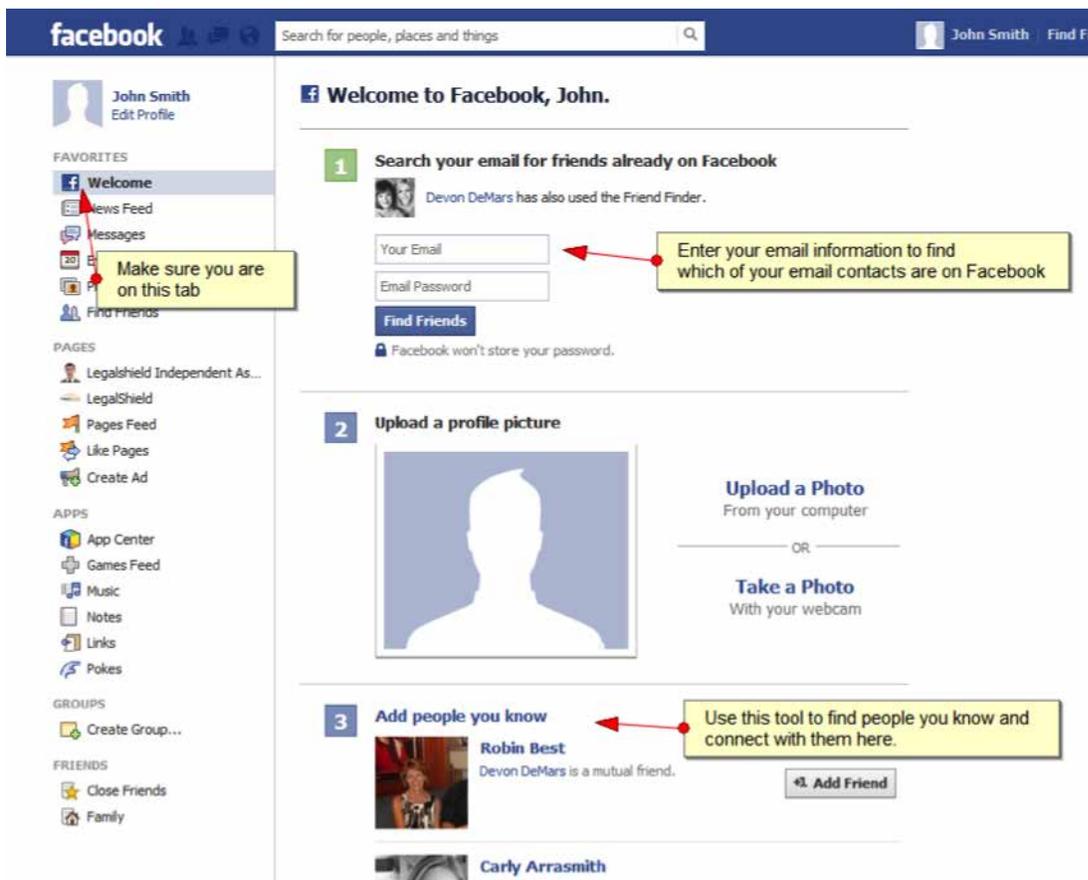
# HOW TO BUILD YOUR FACEBOOK AUDIENCE

One great way to increase the amount of people who “like” your Facebook page is to first reach out to your friends and contacts on Facebook via your personal Facebook account. Once you are “Facebook Friends” then you are able to use your Facebook Business Page to invite them to “like” it!

## How to Find More Contacts:

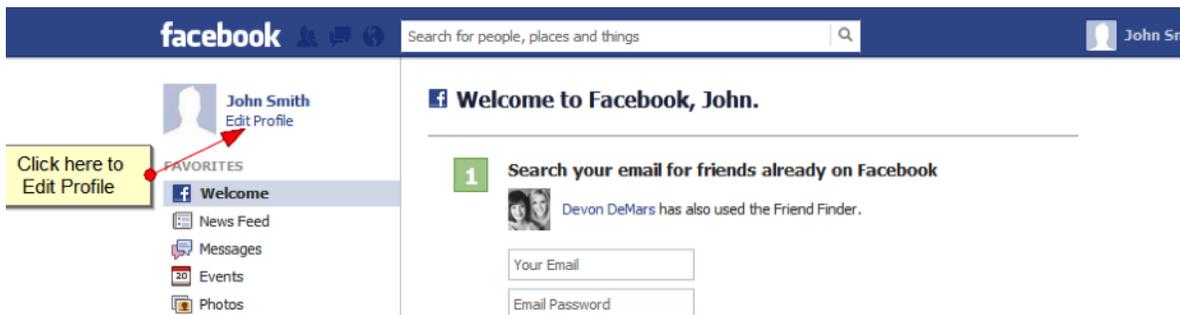
1. Click to the “Home” page and then click on the “Welcome” tab on the left
2. Enter your email address to find which of your email contacts are also on Facebook
3. Begin adding people you know using the Suggested Friend tool.

(See image below)

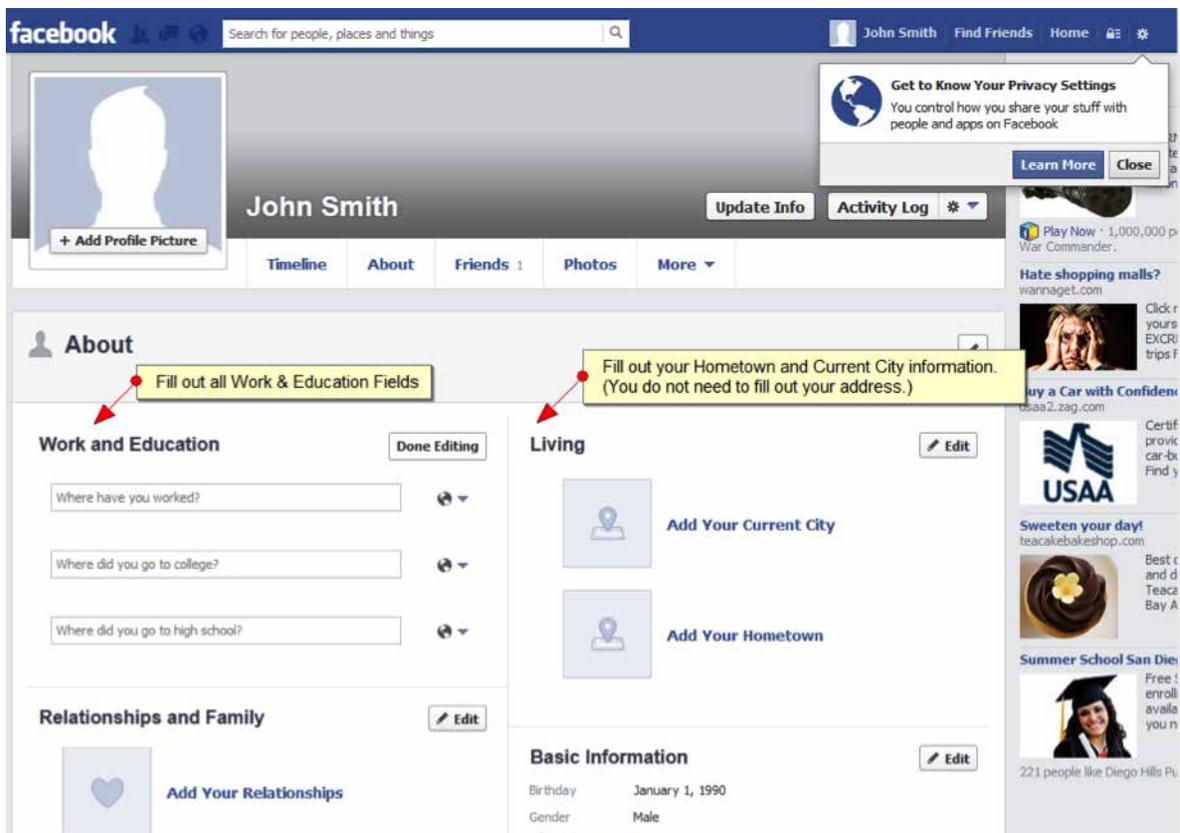


Another good way to increase your reach and find more of your Friends on Facebook is to make sure that your old schools, jobs, networks are also included on your personal Facebook page. This will allow Facebook to suggest more Facebook Friends for you. See the images below to see how to do it.

1. From the “Welcome” Tab or “News Feed” click on “Edit Profile” under your name.



2. Fill out Your Work & Education information, and your Current City and Hometown. (Note: You do not need to fill out your address.) Facebook will use this “network” information to find other people in your network that you can connect with.



# How to Invite Friends To Your Facebook Business Page

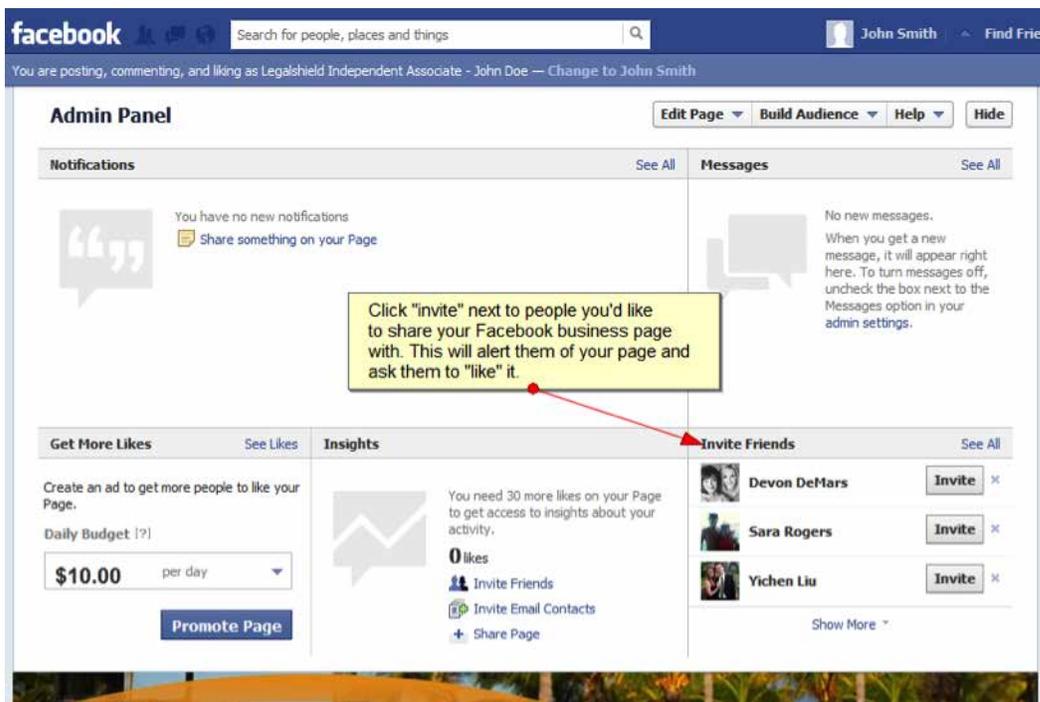
Now that you've found your friends and contacts on Facebook via your personal page, you can invite them to your business page via two main ways. The first way is simply sending an email to your contacts inviting them to "like" your Facebook page, and the second way is to invite them from within Facebook via your Administrator Dashboard.

## 1. Inviting People to "Like" Your Facebook Page via Email

Although you have already found which of your email contacts are on Facebook in the previous steps, you may have missed some people who use a different email to login to their Facebook than the one in your email address book. In this case, you may want to draft a simple and professional email to your email contacts letting them know that you now have a Facebook business page (provide the URL) and they should "like" the page to keep in touch and share information about LegalShield and other related topics.

## 2. Inviting People from the Facebook Business Page Admin Center:

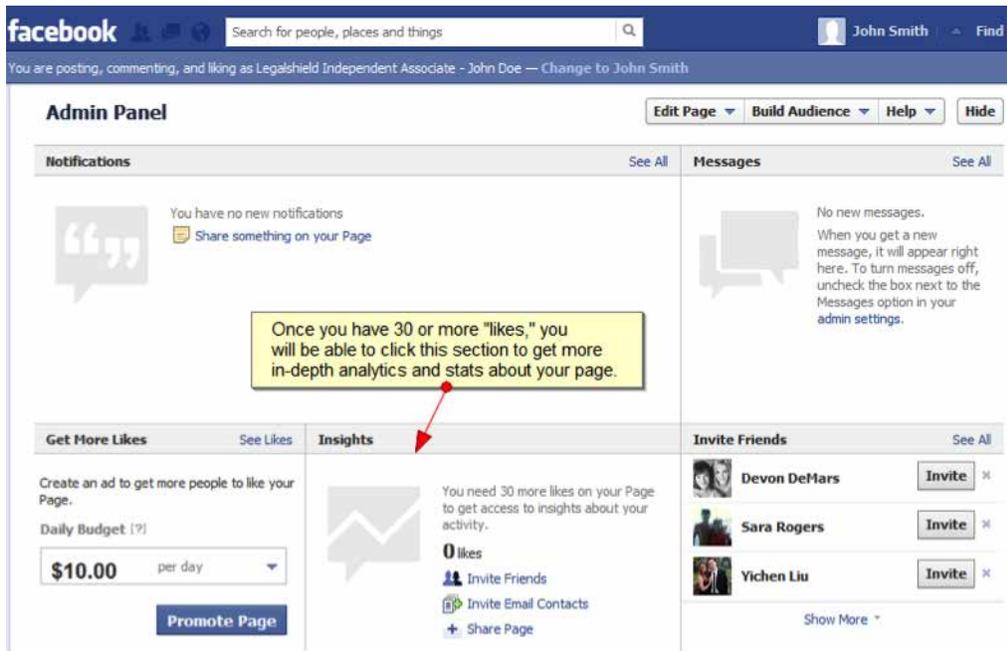
To invite people to "like" your page from within Facebook, visit your Facebook business page and find the "Invite Friends" section in the Administrator Dashboard. From there, you can click "invite" next to each individual that you would like to invite to "like" your page. (See image below.)



A final way you can let people know about your Facebook presence is by including the Facebook icon on your business cards, and even including the link in the signature of your emails.

# HOW TO MEASURE FACEBOOK SUCCESS

Instead of using strictly number of “likes” as a success benchmark, be sure that you have clearly outlined what goals you have for your page. Whether it be engagement levels (reach, interactions with the page, etc.) or SEO (search engine optimization) purposes, or sending more people to your Associate hub page, the goals are yours to make. As an administrator of the page, you will have access to the Facebook Page Insights from within the Administrator Dashboard, where you can see how your page grows and develops week over week and month over month. (Note: you must have 30 or more “likes” to get access to Insights.)



The analytics platform shows you overall “likes”, how many people you are reaching via your posts, and how many people are “talking about” your brand. You also will be able to see how your customer breakdown looks like in terms of demographics (age, gender and location). This is beneficial as you can and get a better feel for who your audience is, and can help you tailor your messaging on the page. Learn more about how to fully leverage Facebook insights here.

# MISCELLANEOUS FACEBOOK FEATURES

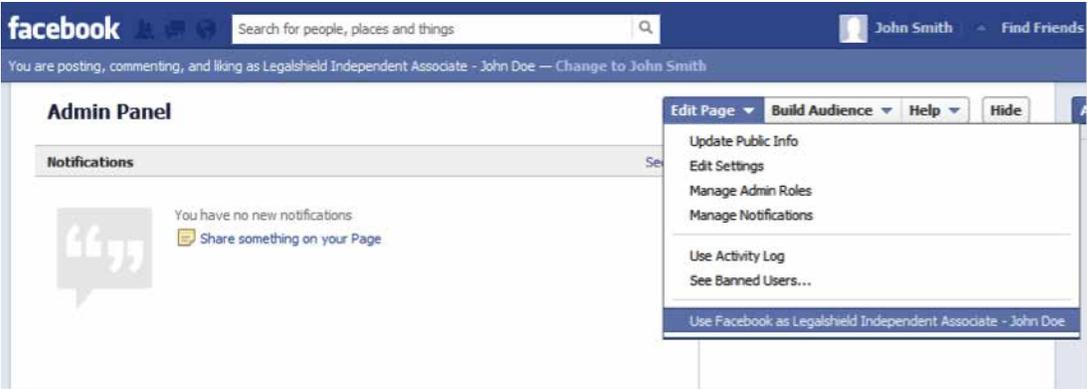
## Being an Administrator

As discussed above, there are many nooks and crannies that are exposed as a page administrator. Let’s dive into some more specifics on how to take full advantage of the admin privileges.

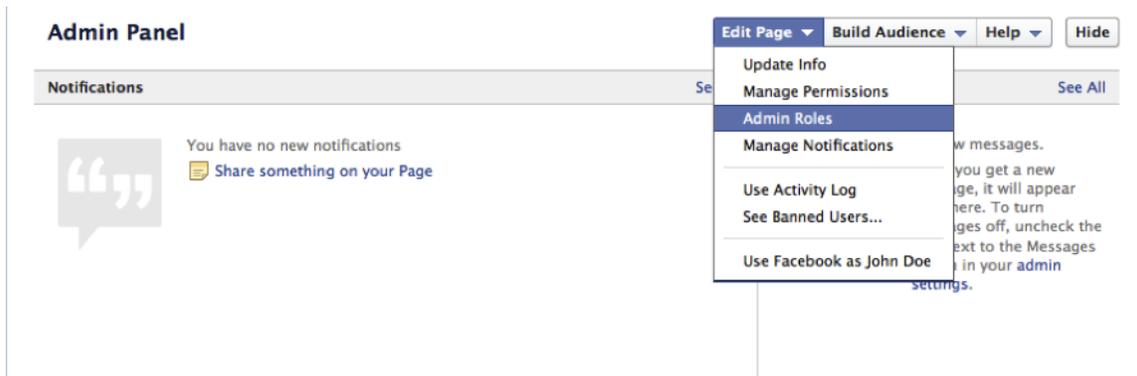
1. When you post on your page, you will show up as coming from the page itself, and NOT you personally. However, you are able to post or respond to comments as yourself by changing the “voice” at the top of your page where it says, “You are posting, commenting, and liking as \_\_\_\_\_ - Change to \_\_\_\_\_”. (See image below.)



2. If you would like to post on another page as your page, you must click the “Use Facebook as [page]” link on the top right of your page. This will allow you to “Like”, comment or engage with other pages while assuming your page’s identity. For example, you may “like” other local businesses or affiliates. This helps to boost your overall engagement and exposure with other audiences on other pages.



3. To add or remove an administrator to your page, you can click the “Edit Page” button on the Admin Panel on the top right of the page. You will be able to add someone as long as they like the page and know the email that they use to login to facebook. You can remove someone as long as you enter your password after making the update. The new admin will be notified that they have been added as a page administrator.



## Sending Messages from Your Facebook Business Page

Unlike your personal Facebook account, Business Pages are not allowed to Facebook message just anyone. A Business Page can only respond to messages initiated by an individual. A Business Page can not initiate the conversation.

## **LEGALSHIELD CONTACT INFORMATION FOR FACEBOOK QUESTION SUPPORT**

If you should have a question about Facebook, first look to Facebook’s Help page (<https://www.facebook.com/help>) to see if you can find the answer to your question. Another easy way to find answers to Facebook questions is to simply Google it, as you will often find a wealth of information in articles and forums where other people have asked the same question.

If you are unable to resolve the issue, please reach out to the LegalShield Social Media Strategist at [SocialMedia@LegalShield.com](mailto:SocialMedia@LegalShield.com). Please be aware that responses may take up to 48 hours.

## **FACEBOOK HELP RESOURCES**

Facebook has a great Help Center that covers almost any Facebook page issue you may have you. You can find the Help Center here: <https://www.facebook.com/help>.

You may also want to “like” the Facebook Tips Page to stay up-to-date on Facebook news and features: <https://www.facebook.com/facebooktips>.



**STEP-BY-STEP “HOW TO SHARE VIDEO” GUIDE  
FOR LEGALSHIELD ASSOCIATES**

## **BACKGROUND**

Did you know that video is one of the most viewed types of content online today? In fact, people spend more time watching video online than they spend doing anything else online, including using a social networking site like Facebook, online shopping, uploading photos, sending instant messages, playing online games, and more. Video consumption also isn't going anywhere, as it has been increasing steadily each year.

Since people are already spending a lot of time on YouTube searching for content, watching videos and sharing them with their networks, it is advisable that you provide your audience information about LegalShield in a video format.

In effort to make information about LegalShield accessible via video, LegalShield Corporate has created many quick, simple videos that explain all of the LegalShield services, why they are important, how they work and how they can help. We invite you to use these professional videos to share across your social networks!

### **Why Share Official LegalShield Videos on Your Social Channels?**

1. To provide your audience a quick, simple and professional explanation of who LegalShield is and what it does.
2. To establish your online presence as a legitimate, successful LegalShield Associate.
3. To help answer customers' questions about LegalShield services.
4. To get more people to engage with, "like", or follow your page.
5. Because people love to watch online videos!

### **How to NOT Use Online Videos:**

LegalShield Associates are no longer permitted to create YouTube or online video social channels that use "LegalShield" or any form of the LegalShield (such as "LS" or "LS Associate) in the channel name. Associates also may not create their own videos about LegalShield, LegalShield services, or being a LegalShield Associate. Any such channels or videos are subject to penalty by LegalShield Corporate.

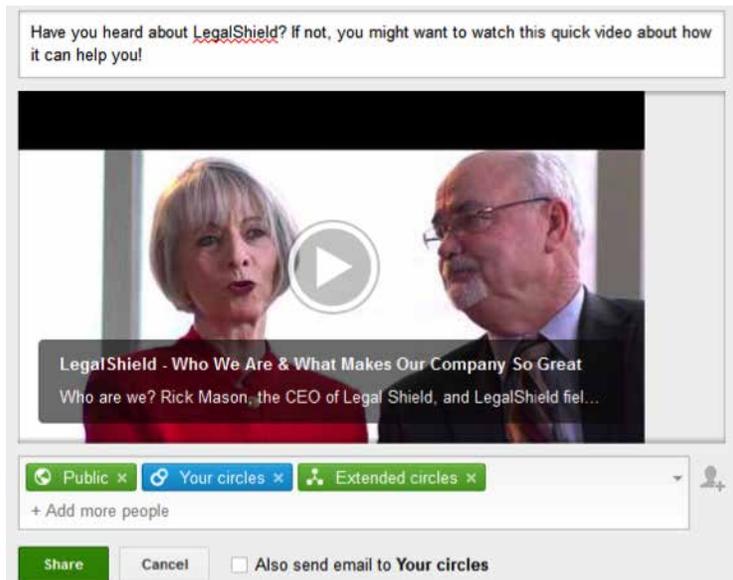
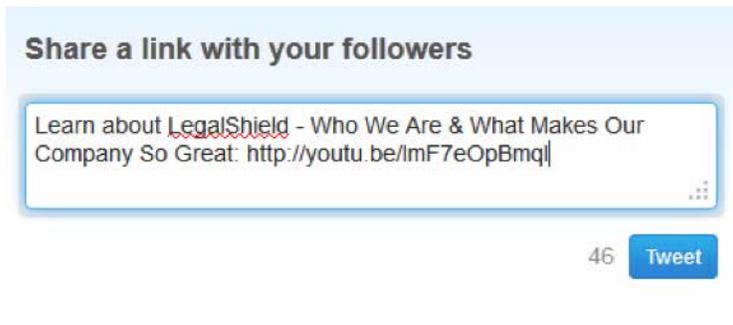
## How to Share LegalShield Official's Videos

As mentioned, sharing LegalShield Official's videos on your social channel has many positive benefits. In order to share videos online, please read below for instructions:

1. Visit [www.youtube.com/legalshieldvideo](http://www.youtube.com/legalshieldvideo)
2. Watch any video that you'd like to share
3. Click the "Share" button (see image below)
4. Decide what social channel you'd like to share the video on and click that social icon (see image below)



5. A pop-up will open. If you are not already logged into your social network, you will be prompted to do so. If you are already logged in, the video will auto-populate into your post. You will be able to write a status (message) to go with the video. See examples below.



## **Commenting on LegalShield Official's Videos**

LegalShield Official's YouTube channel encourages comments and engagements on its channel's videos. However, it does not allow for any Independent Associate or Third-Party Promotional comments. Any comments that are such will be taken down. Thank you for your understanding.

## **Subscribe**

Be sure to subscribe to LegalShield Official's YouTube channel to get the latest on new videos and information to share, and feel free to subscribe to other associate's channels as well!

## **SOCIAL MEDIA CONTACTS**

Facebook has a great Help Center that covers almost any Facebook page issue you may have you. You can find the Help Center here: <https://www.facebook.com/help>.

If you are unable to resolve the issue, please reach out to a LegalShield Social Media specialist at [SocialMedia@LegalShield.com](mailto:SocialMedia@LegalShield.com). Please be aware that responses may take up to 48 hours.