Taking Your Social Skills Online

Avon could be considered the original social network since one-to-one interactions and personalized service have always been at the heart of everything we do. Today, building relationships through "social networks"—such as blogs, Facebook, and Twitter—is an important part of marketing your business. Taking your networking and relationship-building skills online will allow you to reach a broader audience, generate more orders, grow your downline and ultimately increase your earning potential.

So, how do you jump in? The simple answer is, just be yourself! All the skills you’ve practiced and perfected in the offline world apply here. Be interesting, polite, enthusiastic, authentic, responsible, respectful, and professional online, and your innate social savvy will shine through! Whether you’re knocking on doors or tapping your keyboard—be social and keep these tips in mind.

If you’re interacting as an Avon Independent Sales Representative on a Facebook, Twitter page, or blog:

**DO…**

Be a valued resource
Answer questions, respond to comments and give tips from your own experience. Commit time, energy and resources to inspire, share information and engage others.

Be your fabulous self
A person who inspires others by their own personal experiences is one who people want to buy product from. Provide a meaningful tip or mention a trend you’ve noticed, and then feel free to include an Avon product you love if it’s part of the trend.

Keep the content fresh
Refresh your page and postings with interesting and relevant content (photos, videos and testimonials).

Actively engage
Join groups, comment on trending topics, join events, create excitement and rally friends as well as contribute to existing conversations.

Be inclusive
Listen and contribute, recommend a great product to try, and then keep your responses limited so your words are valued and others will want to join the conversation.

Be relevant
Inspire the people who read your content by making posts or comments that are relevant to the conversation. Think about seasonal interests or holidays. Give them reasons why Avon products and/or the Earning Opportunity is right for them.

**DON’T…**

Be a spammer
Instead of sending mass emails through your social networks, take a personal approach. Think about the way you’d approach a new customer in person.

Use page as personal advertising site
There are appropriate places to advertise your business, such as taking out an ad in a local paper. Social media sites are about engaging, not a one-way advertising push. Simply linking to your site in a forum is not helpful to the people on the site who may be Representatives, established customers or just visitors.

Comment on every post
If people see your comment after every status update, they will begin to ignore it. Remember, its quality not quantity that matters.

Repeat Postings
No one wants to read the same posting over and over, especially if it includes a link with the line "buy from me!" The amount of time and thought you put into the posting shows!

Air dirty laundry/attack others
Avon is the original social network, so think about using the same social skills you would if you were face-to-face. Mirror your own natural, in person, social behaviors.

Be on re-tweet autopilot
Would you want to buy from or join the downline of a Representative who constantly repeats every piece of marketing material on hand? Probably not. Before you post something, think twice, take a moment, and then be happy with your choice to share with your entire network!