

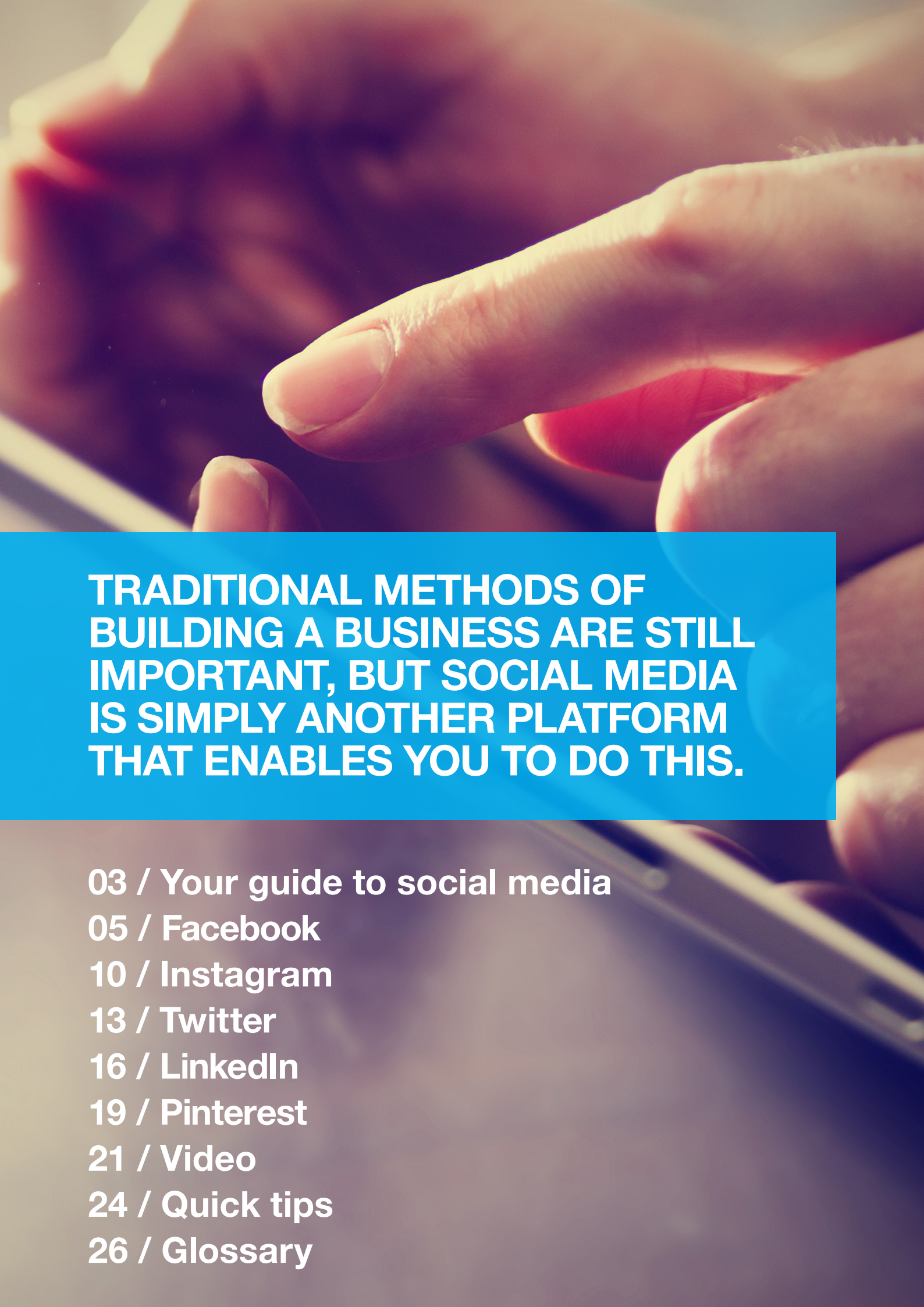


# Your Guide to Social Media



FOREVER

For questions ask Martina: [info@aloeveraonline.it](mailto:info@aloeveraonline.it)



**TRADITIONAL METHODS OF BUILDING A BUSINESS ARE STILL IMPORTANT, BUT SOCIAL MEDIA IS SIMPLY ANOTHER PLATFORM THAT ENABLES YOU TO DO THIS.**

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# Your guide to social media

Social media has grown rapidly since 2004, and social networking websites – such as Facebook, Instagram, Twitter, LinkedIn and Pinterest – are among the most popular sites on the Internet. Social networking platforms can offer you, as a Forever Business Owner (FBO), the opportunity to share your business with a much wider audience, communicate with your customers and teams more effectively and therefore, grow your business.

One of the key areas to consider is content. Your content will need to stand out in a growing crowd. Your goal should be to promote and share content that attaches credibility to you, your business and the Forever brand.

Forever has produced both effective and compliant content for this purpose. Visit the Forever North America social media platforms for content you can instantly share with others.

**SOCIAL MEDIA CONSUMER TRENDS PUBLISHED BY MARKETING WEEK<sup>1</sup> SHOWED THAT MORE THAN FOUR IN TEN SOCIAL MEDIA USERS PURCHASED AN ITEM AFTER SHARING OR LIKING IT ON FACEBOOK, TWITTER OR PINTEREST.**

 /ForeverNorthAmerica

 @ForeverNAmerica

 /Forever-Living-Products

 /ForeverNAmerica

 /ForeverNAmerica

 @ForeverNAmerica



While you are permitted to post on social media, you must comply with these guidelines along with the social media policy and Forever's company policy. This will help you to understand how the platforms differ, what type of sharing is allowed and what type of content may be reported and removed.

<sup>1</sup> <https://www.marketingweek.com/channels/social/>

## % of the population who use each network<sup>2</sup>

Facebook	71%
Twitter	23%
Pinterest	28%
LinkedIn	28%

## % of users who have purchased something after 'sharing' or 'favoring' it on each network

Facebook	38%
Twitter	22%
Pinterest	29%



<sup>2</sup> <http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/>

# facebook

Facebook helps you connect with  
the people in your life

**ACCORDING TO  
STATISTICS FROM  
FACEBOOK, POSTS  
THAT INCLUDE A  
PHOTO GENERATE  
173% MORE  
INTERACTIONS  
THAN AVERAGE  
FACEBOOK POSTS.<sup>3</sup>**

<sup>3</sup> <http://blog.hubspot.com/marketing/facebook-engagement-statistics>

# Facebook

Network marketing is unique to other businesses. You are promoting yourself as a person as well as the business model you use. It's important to present yourself with transparency and represent your brand honestly. This is why you should build a profile around your personal brand.

## The benefits



### A Personal Connection

When people meet you and learn about your business, they want to see what your real life is really all about. Use your Facebook profile to show off how you're living your #ForeverDream. If you do create a Facebook Page for your business, make your posts personal. People will want to see your personality shine through your business.



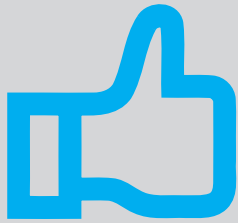
### Building Trust

Create trust by having integrity and respect on social media. People look to you as the expert on the products and the business. When you become friends with someone on Facebook, they'll look to you to be honest, positive and credible. Avoid making claims or posting misinformation.



### More Engagement

You may want to create a business Page. However, content from Pages is not always at the top of the newsfeed. Pages can get less engagement and can be difficult to build a following. Instead, start with a personal profile to build a closed group with your team and feel confident your friends will see your content. As your business grows, consider developing a Page that you can point customers and prospects to.



## Why are likes important?

When somebody likes one of your posts, this will appear on the newsfeeds of all of their Facebook friends, thus generating more exposure for your brand.

Don't forget to add a Facebook icon to your website that links to your profile. This way, new customers and leads can find you easily.



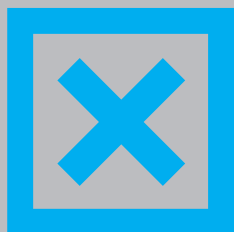
## When should you post?

- + Engagement rates are **18% higher** on Thursdays and Fridays<sup>4</sup>.
- + **7am – 9am** to get the most engagement.
- + **1pm** to get the most shares.
- + **3pm** to get the most clicks.
- + **7pm – 9pm** for the most likes and comments.



## How to use Facebook effectively:

- + Write shorter posts with links as these can generate **23% more** interaction and click-throughs<sup>5</sup>.
- + Drive engagement by posting questions that encourage a call to action!
- + Share valuable content through engaging copy, images and videos.
- + Practice storytelling with each Facebook post.
- + Keep your posts interesting and relevant to timely / trending events.



## What you should avoid:

- + Frequently circulated content and repeated posts.
- + Posts that contain the words 'like', 'comment', or 'share'.
- + Posts that solely push people to buy a product.
- + Posts that contain the words 'buy', 'competition', or 'win'.

4 <https://blog.bufferapp.com/7-facebook-stats-you-should-know-for-a-more-engaging-page>

5 <https://blog.bufferapp.com/7-facebook-stats-you-should-know-for-a-more-engaging-page>

# Facebook Live

Broadcast your story to the world!

Going live is a great way to have engaging conversations and real-time experiences with your followers giving you the opportunity to interact with people and share things that matter to you in a new way, and when you jump in at the right time, with the right message, you can reach a lot of people.

## Three Tips for Going Live:



Make sure you have a strong signal. Going live is best when you either have WiFi or a 4G connection. When you have a weak signal, you can experience video interruptions and cause more frustration than interaction.



Tell people you are going to be live and at what time. Announcing your Facebook Live stream before it happens is a great way to make sure your followers and friends will be tuned in at the right moment.



Write a compelling description with a strong call to action, so you can ensure everyone knows what you're talking about and why they should tune in. The more detail you have, the better chance you have of getting an audience that stays engaged throughout your broadcast.

Get more tips at [www.facebook.com/facebookmedia/bestpractices/live](https://www.facebook.com/facebookmedia/bestpractices/live).



# USE ENGAGING COPY, IMAGES AND VIDEOS – SHARE VALUABLE CONTENT.





**ACCORDING TO BRANDWATCH, 60% OF ITS 400 MILLION ACTIVE USERS LOG IN DAILY TO INSTAGRAM, MAKING IT THE MOST ENGAGED NETWORK AFTER FACEBOOK.<sup>6</sup>**

<sup>6</sup> <http://www.brandwatch.com/blog/37-instagram-stats-2016/>

# Instagram

Welcome to a whole new world of photo and video sharing where you tell your stories through compelling visuals. Instagram is a social media application created to share your photos and videos on mobile devices.<sup>7</sup> Users can see your posts on your profile or in their feed, much like Facebook.

## Setting up your account

You'll need to download Instagram on your iPhone, Android or Windows Phone device – it's free. You can sign up with either an existing Facebook account or using your email address. Connecting your Facebook account will give Instagram a look into your friends and you may get some suggestions on people to follow based on your network.

## Sharing photos and videos

You can follow as many users as you'd like to start seeing content populate your Feed. To start sharing content with your followers, you can click the plus sign, snap a photo or video or select from your device, apply one of its many filters and add your description, tag other users and include a location, then send. These Instagram posts show up in your followers' feeds and in searches that include any hashtags you've used. To like a photo, double-tap on it or you can leave comments and reply to others.

A more "real-time" feature of Instagram is Your Story. Click on your Home symbol to get to your following feed. You should see Your Story at the top of the screen. You can snap quick photos and videos, apply filters and text over the photo or video and send them to Your Story to be available for 24 hours. This is just another way you can engage with your followers.

Always be sure to share high-quality, clear and bright photos to get the best engagement. Photos with a lot of text or that are out of focus tend to get less engagement. Also be aware, you can visit Instagram on your desktop to engage with photos, but you can only upload and share content from your mobile device.

## Reposting or sharing other content

Forever offers a lot of content that you can use to share on your own Instagram page. You can use any photos from foreverfotos.com or download photos from our Facebook page. To share other users' photos and videos on Instagram, you'll need to download a third-party app like Repost or Latergram.me. Instagram does not offer a sharing option for its posts.

<sup>7</sup> <http://www.lifewire.com/what-is-instagram-3486316>



## How to use hashtags

- + Search for popular hashtags and like other users' posts to gain more followers
- + Add your hashtags into a comment on your post, not in the description, to keep your post looking professional and neat.
- + Use at least 10 hashtags, including Forever's hashtags like #DiscoverForever and #IAmForeverFIT to reach more people.

**BECAUSE THE USE OF EMOJIS IS SO POPULAR WITH INSTAGRAMMERS, THE PLATFORM HAS ENABLED THE USE OF EMOJIS WITH HASHTAGS. THAT MEANS, EMOJIS AND ANY COMBINATION OF THEIR USE ARE NOW SEARCHABLE.<sup>8</sup>**

<sup>8</sup> <https://sproutsocial.com/insights/5-instagram-stats/>

# Twitter

The birth of Twitter in 2006 changed the way we use the Internet. Twitter is a powerful tool that provides anyone with the opportunity to engage with people around the world through quick, engaging messages.

## Setting up your account

Simply visit the website<sup>9</sup> and create your own user profile by entering your name, email address and password in the 'sign up' box. Your profile should include a short blurb about who you are and what you do, and can also be personalized with a cover photo and profile picture if you wish.

If you are setting up an account purely to promote Forever's range of products or the business opportunity (rather than a personal account), consider what username (Twitter handle) to choose – make sure it sounds professional. You should also be mindful to represent yourself as an independent business in your own right.

Keep your account compliant by avoiding using trademarked names of Forever Living Products. This means you cannot use names such as @foreverfreedom or @foreverlivingproducts. Instead, choose something that is unique to you.

## HOW TO TWEET

**TWITTER IS ALL ABOUT RAISING AWARENESS OF THE PRODUCTS AND SERVICES YOU HAVE TO OFFER. IN 140 CHARACTERS, FOCUS ON BUILDING THE VOICE FOR YOUR BRAND THAT YOU WANT YOUR COMMUNITY TO RECOGNIZE YOU BY.**



<sup>9</sup> [www.twitter.com](http://www.twitter.com)

## What would entice you to read further?

The more engaging your tweets and interaction are, the more memorable they will be. Use creative calls to action and a unique voice to engage your followers.

Try to create a dialogue, rather than making a statement. Add variety to what you tweet, while making it meaningful.

## How do you develop a following?

When you first setup your account, you will have no followers. The best way to change this is by building relationships, telling people about your social media sites and using best practices.

Network with tweeters who are talking about topics that relate to your business. For example, type 'weight management' in the search box and a list of users who are talking about this topic (who might be looking for companies with credible weight management programs) will pop up. Add them to your network by following them or begin a conversation.

When you follow someone on Twitter, they will receive a notification that they have a new follower

with the option of reciprocating. The more relevant you are to them, the more likely they are to return the favor so be selective about who you choose to follow. Also, don't get disheartened if it takes a while for people to start following you.

Start tweeting well before you plan to host events or have large sales to give yourself a chance to build up your followers. Be encouraged if your posts are retweeted; this means you are sharing messages of value.

**WHAT WE SAY AND HOW WE SAY IT IS BEING INCREASINGLY SCRUTINIZED BY ORGANIZATIONS RESPONSIBLE FOR MONITORING THE WORLD OF ADVERTISING.**

## Think before you tweet

Avoid any references to ailments or conditions, even if it's your own personal experience. We advise taking text from the most recent product brochure that is compliant in North America.



## How to use hashtags

- + Search for popular hashtags that relate to your tweets.
- + Use Forever's hashtags: #DiscoverForever #IAmForeverFIT are just a few examples.
- + Only use one hashtag per tweet, too many hashtags can look like spam.

**ACCORDING TO TWITTER, USERS ARE 181% MORE LIKELY TO BE ON TWITTER DURING THEIR COMMUTE. THEY'RE ALSO 119% MORE LIKELY TO USE TWITTER DURING SCHOOL OR WORK HOURS.<sup>10</sup>**

# LinkedIn

LinkedIn is a live, global and interactive version of your résumé – a platform for you to showcase your skills and professional achievements.

But there is the potential to achieve so much more than this from meeting like-minded individuals and building your network of contacts, to setting up discussion groups, and even finding your next team member.





## Setting up your account

Sign up<sup>11</sup> and complete your personal profile page. Just like your résumé, this should be filled with your work experience to date, as well as any educational background you feel is still relevant (i.e. there won't be many people interested in which grade school you went to).

You should also include an appropriate photo of yourself, remembering that LinkedIn is a professional networking platform and is more formal than the likes of Facebook and Twitter. You need to remember to be accurate and consistent in all of your networking efforts.

Once you have created a basic framework, you can then build a more comprehensive profile, including a paragraph summarizing your background and skills.

This gives you the opportunity to briefly explain what direct selling is and how you've built a business using the Forever model. This can be supported by adding videos, PDFs, presentations, links to websites and anything else you think might help inform people about who you are and what you do.

**USE IT AS A PLACE TO GENERATE LEADS, BUT DO NOT SPAM PEOPLE ABOUT THE BUSINESS OPPORTUNITY.**

## Building a network

Building a network of contacts takes time. Begin by joining groups that are relevant to your interests or your business, and get involved with discussions that are posted. Make the first move and search for people who you would like to add to your network. Once you have started to invite people to connect, LinkedIn will then be able to suggest other people that you might be interested in adding. The more active you are in LinkedIn groups, the more contact requests you will generally receive.

From a recruitment perspective, LinkedIn can be complicated for direct sellers since you will want to

make contact with people who aren't necessarily currently involved in the same industry. Instead, use it as a place to generate leads, but do not spam people about the business opportunity.

Invite individuals to your network by clicking the 'connect' button and identifying how you know the person (colleague, classmate, 'we've done business together', friend, groups or other). You will then be given the opportunity to add a message to your request, and the person will be able to view your profile to decide whether they would like to accept you or not.

<sup>11</sup> [www.linkedin.com](http://www.linkedin.com)

## Retail

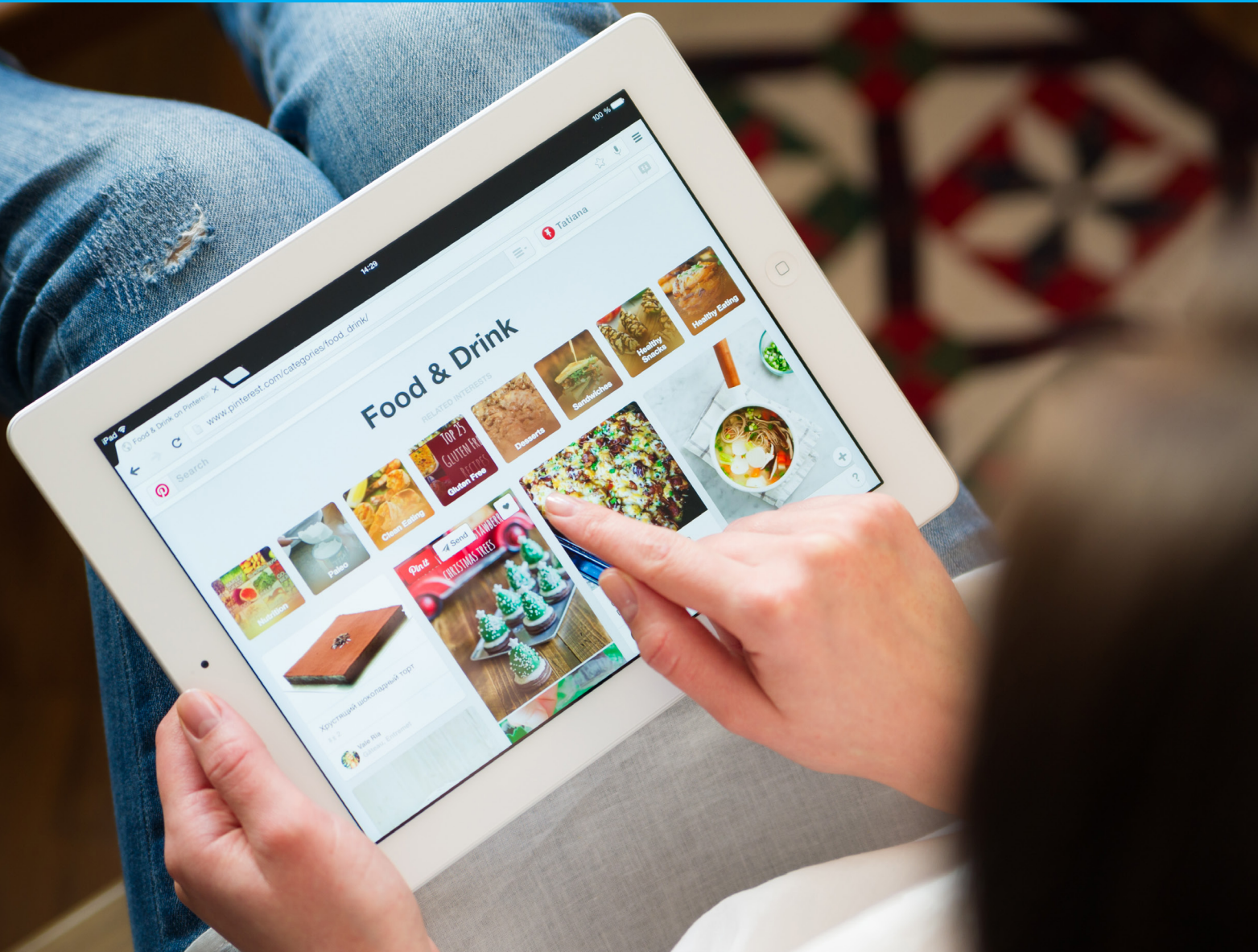
It is possible for you to post links to your online shop in open discussion groups on LinkedIn. However, the majority of these groups will have an administrator who monitors each post, only letting posts that they deem suitable to go live. For this reason, LinkedIn is more suited to promoting the business opportunity rather than your retail business.

## Upgrading your profile

The functions mentioned above are available with the most basic LinkedIn package, which is free for anybody to use. However, you can expand the functionality of your LinkedIn profile by upgrading to LinkedIn premium (subject to a monthly subscription fee). This allows you access to additional features, such as the ability to send an InMail to anyone – something that would only usually be possible for people within your network. However, for network marketers like you, meeting people face-to-face through Business Presentations, one-to-ones and other events is a far more powerful way of building your business.



**LINKEDIN IS MORE SUITED TO PROMOTING THE BUSINESS OPPORTUNITY RATHER THAN YOUR RETAIL BUSINESS.**



# Pinterest

Pinterest is like any other social media platform in that you can follow individuals and share your likes and ideas with your followers. But it has its own unique twist.

Usually, when you see something you like online that you want to remember or record, what do you do? Email it to yourself? Print it out and put it in a binder? Bookmark it on your computer? Like an online dream board, Pinterest provides a simple way to collect all of the great things you find online – from clothes and recipes, gift ideas and inspirational news articles to exercises and

business ideas – all in one convenient place. You can ‘pin’ things online, just as you would pin them on a real life notice board. Plus, you can follow friends on Pinterest and ‘repin’ things that they have already pinned, or browse a live feed of items that are being pinned by other people when you’re searching for inspiration.

## Setting up your account

The first thing you need to do is sign up for a Pinterest account<sup>12</sup> and install the 'Pin It' button onto your browser toolbar. This button allows you to pin anything you see online. To install, log on to your Pinterest account and hover above 'About' (top right corner), click on the 'Pin It' button and follow the directions to drag the button into your toolbar.

## What do you pin?

Everyone uses it for different things, from sharing photos you've taken at Forever events, to saving articles that you want to reference later. Pinterest can easily be whatever you want it to be.

As you start pinning, you can create 'boards' to fit in with your own interests or your business. The more you pin, the better your boards will become, and the better your account will look.

## The Save Function

Once you start to follow people you will have a customized feed showing what they are pinning. You can save something posted by someone else to one of your boards by hovering over the pin and clicking the "save" button. You can then select which board you would like to add it to.

**CREATE BOARDS THAT HIGHLIGHT YOUR BEST SELLING PRODUCTS, WHILE ALSO INCLUDING EDUCATIONAL AND INTERACTIVE POSTS LIKE RECIPES AND INFOGRAPHICS.**

<sup>12</sup> [www.pinterest.com](http://www.pinterest.com)

## How to use Pinterest effectively:

- + Upload a professional photo
- + Name your board and pins with detail and always include a descriptive hashtag, so people can find your pins.
- + Create boards that highlight your best selling products, while also including educational and interactive posts like recipes and infographics.
- + Use good graphics that tell people about the post. Adding a clever title over a photo can increase click-throughs to your links.
- + Always include a link with your pins, whether it's a Forever blog, your own blog or a link to a product. It's important you send users to a useful website.
- + Keep your pins diverse, don't just promote products and the business.
- + When saving from other users, be sure the links and photos create a strong connection to your brand and are high-quality.
- + Update your Pinterest boards regularly so that your followers will not lose interest.

# Video

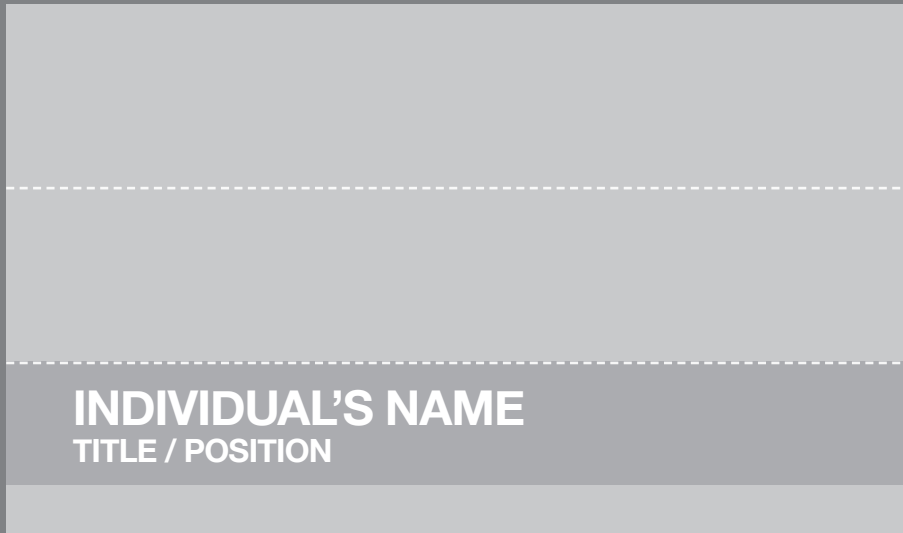
Video is changing the way people view brands and Forever **understands** the importance of keeping up with this trend. We encourage you to use YouTube, Vimeo and Facebook videos to share the products and business, but urge you to think about quality.



## Video guidelines

If you do create your own, you must be aware of the following rules:

- + Your video cannot contain copyrighted material and must comply with the guidelines upheld by YouTube<sup>13</sup>, Vimeo<sup>14</sup> and Facebook<sup>15</sup>. As independent Forever Business Owners, Forever North America cannot be held responsible for any breach of copyright laws.
- + You must state on videos that you are a Forever Business Owner.
- + Videos should follow the two-tier lower-thirds rule. For example the individual's name appears on the first line and then the person's title / position will appear on the second line. See below:



- + Not all videos will require the use of lower-thirds. However, a perfect example would be in an interview scenario or if someone is explaining products (such as speakers at a Business Presentation). Please refer to the videos on [Vimeo.com/ForeverNorthAmerica](https://vimeo.com/ForeverNorthAmerica) and [Vimeo.com/DiscoverForever](https://vimeo.com/DiscoverForever) for more information.

<sup>13</sup> [www.youtube.com/t/community\\_guidelines](https://www.youtube.com/t/community_guidelines)

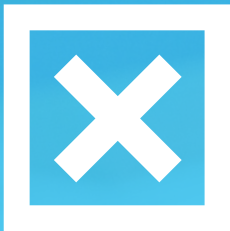
<sup>14</sup> <https://vimeo.com/help/guidelines>

<sup>15</sup> <https://www.facebook.com/help>



### Editing tips:

- + Placing hours of video content online is not always the most effective way to engage an audience.
- + Shorter videos tend to do better since the average online attention span is 2-4 minutes. This is the optimum video length.
- + However, you must adapt the length to suit the purpose of the video. If you are delivering content relating to the Marketing Plan to a potential prospect, you may require a longer video. We suggest a 10-15 minute video in this case.



### Recording tips:

- + Avoid using fast pans and large zooms. When these are compressed for online delivery, these will typically result in “digital blocking”. This can often be recognized as extreme pixilation.
- + Having a good audio set up is imperative. Audio is where the majority of videos will lose their audience. If possible, try and use an external microphone and do not use internal / camera microphones. Putting a clip microphone on your speakers will achieve the best results.



# Quick tips



## Regularly check your social media platforms for interactions

This includes messages, comments, friend requests, questions or tags aimed at you. The faster you respond to these, the better; it demonstrates you are proactive and organized, giving your business credibility and building trust with customers and prospects.



## Engage with others: it's not all about you

Make sure you are regularly appearing in your followers' newsfeeds by updating your status on a daily basis. Keep your updates interesting and topical. It does not necessarily need to directly relate to your business, but it should be something that most of your followers would care about. Avoid incessantly posting about what you have eaten that day, or vague posts about how annoyed you are with someone else.

Avoid boasting about your work and instead interact with others, congratulate them on their achievements and ask questions.



## Be compliant

If you want to continue to promote your business through social media, you simply must remain compliant. Follow our lead – share Forever's videos and posts and only use product brochure text when describing the products.





## Offline marketing

Drive more people to your site and generate more followers and friends by promoting your social media presence offline too. Include your Twitter handle and Facebook page on any literature you distribute. This includes business cards, flyers and any correspondence you send out such as letters and emails.



## Say it with pictures

Social media users respond more to images and videos than they do text. To ensure your posts have an instant impact, upload or share photos and videos from Forever events or product launches.

Go to [foreverfotos.com](http://foreverfotos.com) to access high resolution images from all of our events as well as product-related images and logos. You are required to use high-resolution images when posting about Forever's products or services.



# Glossary

## Social media

“SOFTWARE TOOLS THAT ALLOW GROUPS TO GENERATE CONTENT AND ENGAGE IN PEER-TO-PEER CONVERSATIONS AND EXCHANGE OF CONTENT (EXAMPLES ARE YOUTUBE, FLICKR, FACEBOOK, MYSPACE, ETC).” – BOTTLE PR

## Twitter jargon buster

### Hashtag

The word ‘hashtag’ refers to a system that allows Twitter to group or link individual posts by topic. This involves using the # symbol next to a key word, or group of words, which then links all posts containing this hashtag. To get an idea of how this works, take a look at one of the hashtags we use by typing #DiscoverForever into the search bar. Note that spaces are omitted where more than one word is used in a hashtag.

### Twitter handle

Your username is sometimes referred to as a ‘Twitter handle’. This is simply the name you have chosen for yourself and should have the @ symbol in front of it. If you’d like to tweet directly at somebody to start a conversation, begin your tweet with their handle. For example: @ForeverNAmerica

### Trending

If a hashtag has generated a lot of interest it will become a trending topic. These are displayed on the lower left-hand side of your Twitter page. By clicking on a trending topic, you can see all of the tweets that include that particular hashtag. You can even choose whether you want to see topics that are trending worldwide, countrywide or in specific areas.

### RT

RT stands for ‘retweet’. A retweet is someone else’s tweet that you’ve chosen to share with all of your followers. To do this, simply click the retweet button on the tweet you’d like to share. It can also be done manually by copying and pasting the post you’d like to share, and adding ‘RT’ and the person’s Twitter handle.



+ The retweet symbol

For more information on how to maximize your Twitter potential, visit the Twitter help center: <https://support.twitter.com/>

### Twitter tips

- + Think of your tweet as an article headline.
- + The more engaging your tweets are, the more memorable they will be.
- + Utilize hashtags in your tweets for a wider reach.
- + Try posting really short tweets that invoke interest.

## LinkedIn jargon buster

### Connections

Connections are the people you have in your contact list on LinkedIn. You will be able to send messages to these people and view their full profile (and vice versa).

### Second-degree connections

Second-degree connections are the people who are connected to the people you are connected to. For example, your friend’s work colleagues might be second-degree connections to you.

## Third-degree connections

Third-degree connections are the people who are connected to your second-degree connections.

## Introductions

Introductions are when a third party introduces people who weren't previously connected. For example, a friend or family member might know someone who would be interested in joining your business and could introduce you to them by 'sharing' their profile with you or vice versa.

## Profile page

A profile page is your personal LinkedIn page which contains information about you and your career to date. People who are connected to you (or who have an upgraded account with LinkedIn) can see your work history, your education, your skills and expertise and any groups and associations you are in. Members outside of your network can only see a shortened profile without your name. However, you can change your settings so that anyone can view your profile if you wish.

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## Pinterest jargon buster

### Pins

Pins are like little bookmarks. Whenever you find something on the web that you want to keep, add it to Pinterest. Your newly-pinned pin will be here whenever you need it, and will always link back to the site it came from.

### Boards

Boards are where you organize your pins, and you get to decide what they're all about. Set up group boards to share ideas and plan stuff with your friends. You can even make a secret board – perfect for gift ideas or other things you want to keep private.

### Following

Follow people and boards to have their latest pins appear on your home feed. You can follow all of someone's boards or just the ones you like best.

## Recommendations

You can invite your connections to write personal testimonials about you which will then appear on your profile page. These are known as recommendations. This is a great way of boosting your profile and demonstrating that your business is genuine.

For more details on the above, visit the LinkedIn help center: <http://help.linkedin.com/>

### LinkedIn tips

- + Leverage groups and posts or start your own (ask and answer questions in groups).
- + Think global – domestic searching can limit your potential.
- + LinkedIn status updates should focus on quality content.
- + Be willing to share different content which is above and beyond your industry.
- + You can easily search for and find groups in your local geographic area or groups that are simply within your niche, i.e. network marketing, home business etc.

## Home feed

Your home feed is where you'll find all sorts of new and inspiring things to add to your own boards. As people pin new items, they will appear in your home feed.

### 'Pin It' button

You can quickly pin things you find around the web by adding this handy, one-click button to your browser.

For more details on the above, visit the Pinterest help center: <https://help.pinterest.com/en/guide/all-about-pinterest>

**For questions contact Martina Hahn, independent Forever  
Business Owner since 2002**

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**[www.aloeveraonline.it](http://www.aloeveraonline.it)**

## **Your Guide to Social Media**

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