

NU SKIN 12-WEEK SOCIAL TRAINING SCHEDULE

WEEK	S	M	T	W	T	F	S	TOTAL
1	P				P		P	3
2	V					S	P	3
3	P		P		S	P	V	6
4	P		S		P	V	P	6
5	N P	V	P	P	S P	P	P	9
6	P S	P	V	P	P	S P	P	9
7	P P	P	P V	P	S P	P P	V P	12
8	V P	P V	P S	P P	P P	N P	P S P	15
9	P P P	P S	P V	P P	S P	P S	V P	15
10	V P N	P P	P P	P O	N P P	P S P	V P P	18
11	V P N	P P	P P	P V	S P P	N P P	V P P	18
12	P O V	P P V	P V P	P S P	P P V	S P P	P N P	21

(N) PRODUCT: Express your love for the products by sharing your experiences and personal before and after photos. (Create Curiosity)

(O) OPPORTUNITY: Express gratitude. Highlight the benefits of the lifestyle that you've created through the opportunity. (Create Intrigue)

(P) PERSONAL: Brand yourself by sharing what matters most to you: family, hobbies/interests, and your positive thoughts and feelings.

(V) VALUE AD: Provide value to those that follow you by posting content they will find interesting from any source across the internet.

(S) SHARED: Content others have posted that you enjoy and think your followers will enjoy.

THE ABOVE SCHEDULE IS JUST A SAMPLE TO HELP YOU GET STARTED- ADJUST AS NECESSARY. THE #1 SECRET IS TO POST CONSISTENTLY

FACEBOOK THE BEST TIMES TO POST ON FACEBOOK ARE 1-4 PM

32%
HIGHER
ENGAGEMENT

S

M

T

W

18%
HIGHER
ENGAGEMENT

T

18%
HIGHER
ENGAGEMENT

F

32%
HIGHER
ENGAGEMENT

S

TWITTER THE OPTIMAL TIMES TO TWEET ARE 12-3 PM

BUSINESS OPPORTUNITY MARKETING
PERFORMS 16% BETTER ON WEEKDAYS

TWEETS TARGETING PRODUCT CONSUMERS
PERFORMS 17% BETTER ON WEEKENDS

S

M

T

W

T

F

S

PINTEREST LATE AT NIGHT IS BEST TO REACH PINNERS

IF POSTING DURING THE WEEK, TRY TO TARGET THE TOP SUBJECTS OF THE DAY

FOOD

FITNESS

GADGETS

QUOTES

OUTFITS

GIFS

TRAVEL

S

M

T

W

T

F

S

INSTAGRAM THE BEST TIMES TO POST 2-3 PM AND 8-9 PM

VERY LOW
ENGAGEMENT

S

M

T

W

T

F

S

LINKEDIN THE BEST TIMES TO POST ARE 7:30-8:30 AM AND 5-6 PM

VERY LOW
ENGAGEMENT

S

M

T

W

T

VERY LOW
ENGAGEMENT

F

S

BOXES INDICATE BEST DAYS TO POST FOR EACH PLATFORM
SOURCE [HTTP://COSCHEDULE.COM/BLOG/BEST-TIMES-TO-POST-ON-SOCIAL-MEDIA/](http://coschedule.com/blog/best-times-to-post-on-social-media/)