

THE BODY SHOP SOCIAL FAQS

If your questions haven't been answered below use the in-app support system or the Facebook support group.

GETTING STARTED

What is The Body Shop Social?

The Body Shop Social is a tool created to help you grow your online business using the power of social media. You simply connect all your social media accounts and manage them in one place.

Once connected you'll gain access to thousands of pre-written posts, all with branded images and videos and be able to schedule them to be posted automatically at a time that works best in your group.

How will The Body Shop Social help me grow my business?

Having a professional online presence is the fastest way to show your audience that they can rely on you. The Body Shop Social will provide you with a large supply of high-quality posts that have been specifically crafted to engage your audience.

You'll also have access to a wide variety of statistics, letting you know how your posts have performed. Once you know what your audience is responding to you'll find your engagement levels quickly rise.

Can I post to my Instagram page?

Currently, Instagram doesn't let 3rd party apps post automatically, unless they are an approved Facebook partner. We are currently in the process of becoming an approved Facebook Partner.

TROUBLESHOOTING

Why are my social media accounts disconnecting?

Social networks disconnect apps at regular intervals as a precaution to make sure their users are still active on apps. Simply click reconnect to combat this. Please note that you will not have to add The Body Shop Social App to your Facebook Group again, you only need to do this once.

Can I edit posts once they've been scheduled?

Once you've scheduled a week's worth of Suggested Posts they are stored in the Social Calendar. Simply click the Social Calendar icon to find all of your posts. Here you can edit or delete the posts if you wish. You can see posts that have gone out in the past with some simple statistics. You can also save a post to Favourites if you want to use it again in the future.

Why are my posts not showing up on Social Media?

There are several reasons for posts not to appear online. The first step is to go to the Social Calendar and look at Past Posts and look for any error messages as this may give you insights into what went wrong. If this is not the case, go to the Support tab and open a Support Ticket. One of our team members will be on hand to take a look at your account and resolve any issues that are present.

Why can't I connect my personal Facebook Profile?

It's against Facebook's terms and conditions to use your personal Facebook profile as a business; therefore, Facebook no longer allows any 3rd party applications to post to personal profiles. Personal profiles that are being used to promote businesses will be shut down.

If you are currently using your personal profile for your business, stop. Create a Facebook Business page and invite all of your friends and network to that page. You can use this page in a similar way to your personal profile. We also recommend Facebook Groups for promoting products and shop links to your network.

PLAN FOR SUCCESS

What are hashtags and why should I use them?

Hashtags are relevant words or terms, preceded by a '#' symbol.

They make it easier to discover posts around specific topics, as they act as a filing system for social media posts. Hashtags can be included anywhere in a Tweet, message, story or post and because hashtags are a curation of content it's a great way for people to find posts that use that hashtags.

How should I use hashtags?

You should use a mix of hashtags but all should only be used when 100% relevant to the content you are posting. You should use a maximum of five hashtags per post, but ideally around two to three.

For example, if you are posting about our Body Butters you could post #MyBodyButter #CommunityFairTrade #TheBodyShop

How many times a day should I post?

It really depends on which social network you're posting on. On a Facebook Page you should post 1-2 times a day.

On Facebook Groups you do not want to post too often as you want members to see the notification and be interested in what you have to say. There is a fine line on posting too much and not posting enough.

Posting to a Facebook Group 3-7 times a week, depending on your audience engagement rates, is a good idea. You can post to Twitter and Pinterest much more frequently.

GENERAL FREQUENTLY ASKED QUESTIONS

Can I use The Body Shop Social on mobile?

Yes, The Body Shop Social can be accessed on a browser on mobile with similar functionality to the desktop version.

What accounts can I connect?

Currently you can connect Facebook Groups and Pages, Twitter, Pinterest, LinkedIn and Telegram.

When will I get new content?

Content in The Body Shop Social is updated for new product launches, new promotions for your network, and for key marketing dates.

SETTING UP

1. Create a Facebook Group (if you don't already have one)
2. Go to <https://us.thebodyshop.social/> and log in using your The Body Shop At Home™ account number and password.
3. Follow the simple instructions to add your social media and select the content that you want to post.

We recommend signing in for the first time on a pc or laptop, as you'll need to add our app on the desktop version of Facebook. For more information take a look at the Getting Started guide in Social Training.



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HELP AND ADVICE

I'm new to the business, what should I post on social media?

If you're not sure what to post you're in the right place!

First of all, if you have not already created a Facebook Business Page or Group, read the Building a [Business on Facebook Guide](#) for information on why you should do so.

1. Once you have a business page or group setup, The Body Shop Social makes it so easy to get started.
2. Go to Suggested Posts, select your Page and Group from the list.
3. Choose some topics that interest you and you'll be given a week's worth of posts.
4. Review the posts and edit them if you'd like to and once you're happy with the posts, click use all at the bottom of the page to schedule them to be automatically posted for you on Facebook.

The next step is to read all of our guides and watch the training videos to learn about what to post online! It's important you read through our Social Media and Digital Policy to view our guidelines around posting on Social Media

How do I grow my social audience?

Growing your social network online is similar to the real world. It takes dedication and engagement. However, social media has opened up a huge new opportunity that was never there before. Billions of people are on social media and you can reach each of them.

- Invite all of your real-world friends and business prospects to your Facebook Groups and Pages.
- Use hashtags across social media, as they work like a filing system that makes it easy for anyone searching for the terms you're posting.
- Comment and engage on pages that are similar to yours so potential new customers see your comments.

The number one rule is to engage as much as you can. Check out our [training guides](#) for more information on how to grow your social network.

What results should I expect?

It's difficult to determine what results you should expect because many factors affect how well your posts will perform.

If you are new to social media, you should not expect any immediate result but should see The Body Shop Social as the tool you need to create and grow your professional online presence over time.

Once you're following our Building a Business on Facebook Guide you should start to see more engagement with your posts. Engagement gives you the opportunity to either sell to your audience directly or create online sales through sharing your Personal Website.

As you develop your social media strategy you will have created a community that repeatedly buys your products and will grow more interested in the business opportunity.

How long should it take to see results?

Your results will depend on where you are in your social media journey. You may see success in your first week of suggested posts, or you may find success 4 weeks after building up your social media presence. It comes down to how you use The Body Shop Social and what you've done in the past.

Why aren't I having success on Social Media?

Social media is a powerful tool for growing your business, but it won't transform your business overnight, or even in the first week. Just like everything else it takes commitment, hard work, and experience.

The Body Shop Social helps you speed up the process by giving you professional, branded content, however, you need to continually use it and follow some key tips;

1. Consistently post in your group
2. Engage with your audience when they react and comment on your posts
3. Keep an eye on your statistics to make sure you're posting the right content, at the right times, on the right days.
4. Personalise the content you are posting, making it relate to your own audience.

If you keep growing your network and invite them to your social accounts, specifically your Facebook Page and Groups your engagement and success on the platform will grow.

CONCERNS

Will my reach be decreased if I use the tool?

No, using The Body Shop Social won't harm your reach on Facebook. We have a good relationship with Facebook and have been approved to post on Facebook Groups and Pages.

Since Facebook users have to join your group and will receive notifications, Groups have 100% reach, as long as your content is worth looking at!

Facebook Pages on the other hand typically have a 6.5% reach and the way your Page behaves can impact that number both positively and negatively.

For a full guide on this check out of Building a Business on Facebook Guide. Your Facebook Page reach will decrease if you often share links to sites outside of Facebook, ask page visitors for engagement and often make posts that do not gain engagement. Your Page reach will increase if you share posts that gain lots of engagement, provide value to your page members and post consistently (but no more than a couple of times a day).

Will using this send me to Facebook Jail?

Facebook Jail is when users are blocked by Facebook from posting on the site or using their account, due to violations of Facebook's terms and conditions.

The main cause of being sent to Facebook Jail is using a personal profile to advertise your The Body Shop business. If you don't break the rules you won't be banned.

What's the difference between Facebook Groups and Pages?

Your Facebook Business Page is the face of your business online. This is where you want to provide value to your audience. This involves sharing knowledge on the products, beauty as a whole, instructional videos, and information about The Body Shop.

Facebook Groups are for members of your audience who are interested in purchasing products or joining your business. Once a person engages with your content (reacts or comments) on your page, you can begin the process of starting a relationship. Once you start talking to them your aim is to add them into a Facebook Group where you will engage with them more, trying to create a community where all the group members engage with you and each other. The Group is where you will sell products and promote the business opportunity.

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