



Social Media Playbook 101

This playbook is designed to help you use social media the right way to build your business. Today, Facebook is less about posting and more about creating real connections—people want to relate to you before they ever do business with you. Your goal is not to convince or explain everything, but to share your life, start conversations, and connect the right people to your trainer. When you keep it simple, stay consistent, and show up as yourself, the right opportunities and people will follow.

Set up your profile.

Before you post, make sure your page looks professional and relatable.

- Profile Photo: A clear picture of just you (smiling, professional, approachable).
- Banner Photo: A family photo or lifestyle photo.
- Tone of your page: Positive, professional, and authentic.

Going forward, aim to post at least 5 days per week about things people can relate to:

- Family life
- Personal wins or leadership lessons
- Things you're learning about money or finances
- Lifestyle and everyday life
- Opportunity and growth

Important:

Facebook is no longer just a content platform — it's a connection platform.

People need to see themselves in you. The goal is not to "sell." The goal is to start conversations.

Your First Post: DO NOT COPY + PASTE EXACTLY!

Make it your own by adding:

- Why YOU are excited about this opportunity
- A few emojis
- A photo of yourself or your family

This helps Facebook know the post is real and personal, not spam.

POST OPTION 1: WORK FROM HOME OPPORTUNITY

The financial services firm I'm working with remotely is expanding and looking for quality people.

Who do you know that wants to work remotely, is motivated, open to learning something new, and interested in flexible income?

If this sounds like you, comment below or feel free to tag someone who might be interested! (Put your personal reason/touch here)

PERSONAL REASON EXAMPLES:

- I'm excited because this allows me to work around my family schedule and learn more about how money really works.
- I love that I can build something of my own instead of just working for someone else.
- I wanted something where I could help people AND get paid well doing it.
- I've been praying for an opportunity like this and the timing just made sense.

Tip: Post your version of this post with a picture of you or your family, pin to the top of your page, tag your trainer, and make the post public.

POST OPTION 2: ENTREPRENEURSHIP/BUSINESS OWNERSHIP

Serious question...

How many people here have ever wanted to own a business instead of working in someone else's?

I recently started working with a financial services team that mentors people who want to learn the business.

Our team is open to connecting with a few people who are interested in entrepreneurship and personal and professional growth.

Let me know if you're curious! (Put your personal reason/touch here)

PERSONAL REASON EXAMPLES:

- I realized I needed to do something different if I wanted a different life.
- I've always wanted to learn how money works and build something of my own.
- I got started because "comfortable" wasn't cutting it anymore.

Tip: Post your version of this post with a picture of you or your family, pin to the top of your page, tag your trainer, and make the post public.

AFTER YOU POST :

Trigger the Facebook Algorithm

When you post, make sure you do the following:

1. Make the post **PUBLIC**
2. **Tag** your trainer/agency owner in the post
3. Respond to **every** comment within **60 minutes**

If you don't respond **quickly**, Facebook will stop showing your post to people.

How to Respond to Comments

- Do **NOT** try to explain the business in the comments.
- Your job is simply to **connect** them to your trainer.
- **Reply** to each person with:
 - "Thanks for your interest! I'm going to connect you with my trainer so you can get more information."
 - "Great! I'm going to connect you with my trainer so she/he can give you some additional details."

Tip: Make sure that you put them into a group message right away. Vary your replies so Facebook does not flag your post as spam.

How to Connect Them

- Start a Messenger **group message** with:
 - Your trainer
 - The interested person
- **Send** this message:
 - "Hi (Trainer Name), this is (Person's Name).
 - They commented on my post and are interested in more information about working from home with our office."
- Then **your trainer will take it from there.**

Tip: Vary your initial message so Facebook does not flag your messages as spam.

Remember

- Your job is **not** to convince people.
- Your job is to **start conversations** and connect people.
- The right people will be curious.

FIRST 7-DAYS CONTENT CALENDAR

Your first post opens the door. The next 7 days build trust and curiosity. You don't need to talk about the business constantly. You just need to show who you are and what you're building.

Day 1

Make your recruiting post.

- Respond to every comment quickly and connect people to your trainer.

Day 2

Post something personal and relatable.

- Examples:
 - Family moment
 - Kids sports
 - A funny real-life moment

People join people they **like** and **relate** to.

Day 3

Share something you're learning about money or personal growth.

- Example:
 - "One thing I'm learning lately is how many families don't actually understand how money works. It's eye opening."

This builds curiosity and authority.

Tip: Put this into ChatGPT, tell it a topic that you want to focus on, and ask it to give you some variations of that post. Make it yours!

Day 4

Post something about growth or mindset.

- Examples:
 - A quote about leadership
 - Something you're learning about discipline
 - A lesson about business or entrepreneurship

Day 5

Share a life update or small win.

- Examples:
 - Passed a licensing test
 - Had a great training call
 - Learning new skills

People love watching progress and growth.

Day 6

Post something fun or lifestyle related.

- Examples:
 - Coffee moment
 - Weekend plans
 - Something humorous

Connection builds trust.

Day 7

Share something that reinforces opportunity again.

- Example:
 - "Still blown away by what I'm learning in the financial industry. Never realized how many options there are for building extra income from home."

This reopens the conversation with people who were watching but didn't comment the first time.



The Big Picture

Social media recruiting works because people watch before they act.

Some people will respond immediately.

Others will watch you for weeks or months before reaching out.

Your job is simply to:

- Show up consistently
- Be authentic
- Start conversations

The right people will raise their hand.