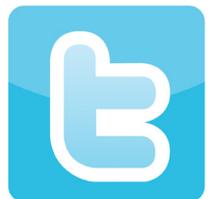




# STEP-BY-STEP TWITTER GUIDE

for LEGALSHIELD ASSOCIATES



## BACKGROUND

Twitter is the most popular micro-blogging social media platform in the world. It is great for announcing events, offering news in real time, improving customer service, and increasing your overall business awareness, all in 140 characters or less. When utilizing Twitter, you want to make sure to position your business as a company that is there to help your audience (Twitter followers). As in all social media tactics, it's important to be casual and treat this as a relationship and not a race. You will want to create casual conversations with people and truly get to know them as best you can in order to be successful on this channel. In many cases, use of Twitter will be just one of your social media tools, so thinking about how you can integrate Twitter in your existing use of social media is a good approach.

## HOW TO CULTIVATE A POSITIVE ONLINE LEGALSHIELD PERSONA

As you prepare to set up and run your LegalShield Twitter account, you should follow these best-practice policies to maximize your business-building potential:

- **NO CROSSOVER**—Keep your LegalShield Twitter account separate from any personal Twitter (or other personal social media) accounts that you may have.
- **NO BIAS**—On your LegalShield account, do not appear to take sides on any hot-button issue that you may post about; remain an impartial moderator, not a biased proselytizer.
- **NO OFFENSE**—On your LegalShield account, your audience is always your primary consideration in determining what to post and how to reply to comments; do not post anything that would alienate your potential future Associates, or reveal your personal views on possibly controversial issues.
- **EXCLUSIVE LEGALSHIELD USES**—Your LegalShield Twitter account is for your LegalShield business purposes only. Do not advertise, solicit, mention or discuss other direct selling or MLM businesses, products or opportunities.
- **MONETARY STATEMENTS**—For regulatory reasons, your LegalShield Twitter account should not include income claims through any statements, representations or photographs.

## **Purpose of Policies**

These policies are to prevent any of your posts or comments from unintentionally driving away those following you. Once you have alienated someone in your audience, the chances of being able to effectively communicate to them about LegalShield diminish or disappear completely. If your content is in violation of this Starter Kit, the LegalShield Advertising Policy or the LegalShield Web Guidelines, you may be subject to correction, loss of commissions or termination.

## **Topics of Interest and Current Events**

It's okay to post news about current events—even if the topic is hotly debated and polarizing. Of course, we advocate that you don't do this every time you post. And please remember the common sense rules that govern civil conversations at work: don't discuss religion, politics, or sex. More often than not, these are good standards to apply to your LegalShield Twitter posts.

If you do post some news of interest along these lines, contextualize the post with a question. EXAMPLE: Congress may end subsidies for farmers. What do you think about this?

As you respond to the comments and discussion spurred by your post, continue to reveal no personal preference, stance or bias, and do not offend.

# STEPS TO GET STARTED ON TWITTER

1. First step, create an account if you haven't done so already. Go to [www.twitter.com](http://www.twitter.com) and fill in your profile name (see regulations below) where it says "full name," email address, and password. **IMPORTANT:** *You may not have "LegalShield" in your profile name. Your name must follow LegalShield's Twitter naming conventions (below) when you list your name. Failure to follow this convention may result in action by LegalShield.*

LS Assoc [first initial, last name]

LS Assoc [first name, last initial]

LS Assoc [first name, last name]

LS Assoc [last name, first name]

Note that your profile name can only be 20 characters, so find the option that best fits your name. (i.e. if your name is Michael Christensen, "LS Assoc Michael Christensen" is too long so you may need to go with "LS Assoc Michael C." or "LS Assoc Mike C." )

Username or email

Password [Sign in](#)

Remember me · [Forgot password?](#)

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New to Twitter? Sign up

LS John Doe

JohnDoeLegalShield@gmail.com

.....

[Sign up for Twitter](#)

2. Once you click the “Sign up for Twitter” button, you will be taken to a “Join Twitter today” page, where you will verify your account information, and get to choose a username. (A “username,” also called a “Twitter handle” is different than your “profile name” [LS John Doe]. A username will appear with the @ symbol in front of it [@LS\_IA\_JohnDoe].)  
**IMPORTANT:** *You may not have “LegalShield” in your username. Your username must follow LegalShield’s naming conventions (below). Failure to follow this convention may result in action by LegalShield.*

@LS\_IA\_[first initial, last name]

@LS\_IA\_[last name, first initial]

@LS\_IA\_[first name, last initial]

@LS\_IA\_[first name, last name]

@LS\_IA\_[last name]

@LS\_IA\_[initials]

People are joining Twitter rapidly, so hurry to get your ideal username before it is taken! Note that your username can only be 15 characters, so find the option that best fits your name.

Once you are happy with your username, click “Create my account” and get started.

# Join Twitter today.

## Full name

✓ Name looks great.

## Email address

✓ We will email you a confirmation.

## Create a password

✓ Password is okay.

## Choose your username

✓ Username is available.  
You can change it later.

Suggestions: [LSDoe](#) · [LSDoe](#) · [LsDoe](#) · [LsDoe](#) · [Is\\_ia](#)

Keep me signed-in on this computer.

Tailor Twitter based on my recent website visits. [Learn more.](#)

By clicking the button, you agree to the terms below:

These Terms of Service ("Terms") govern your access to and use of the services, including our various websites, SMS, APIs, email

Printable versions:  
[Terms of Service](#) · [Privacy Policy](#)

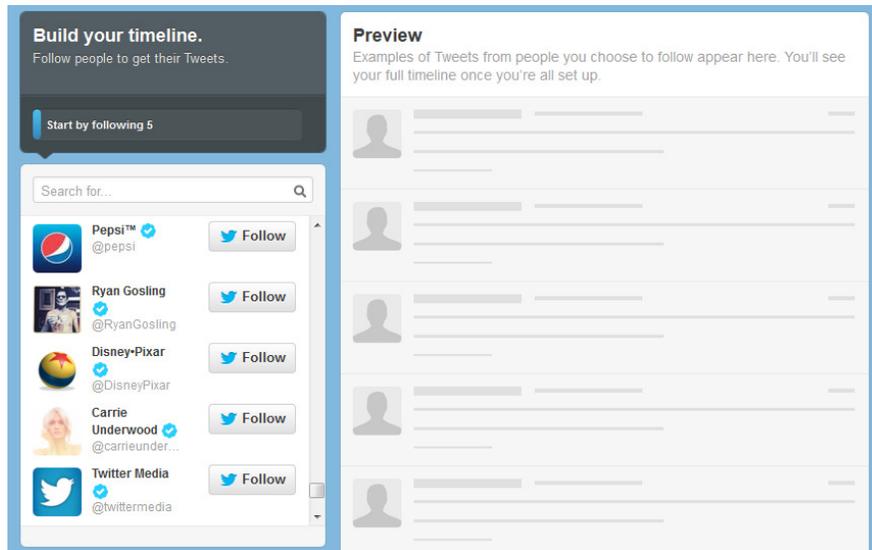
**Create my account**

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.

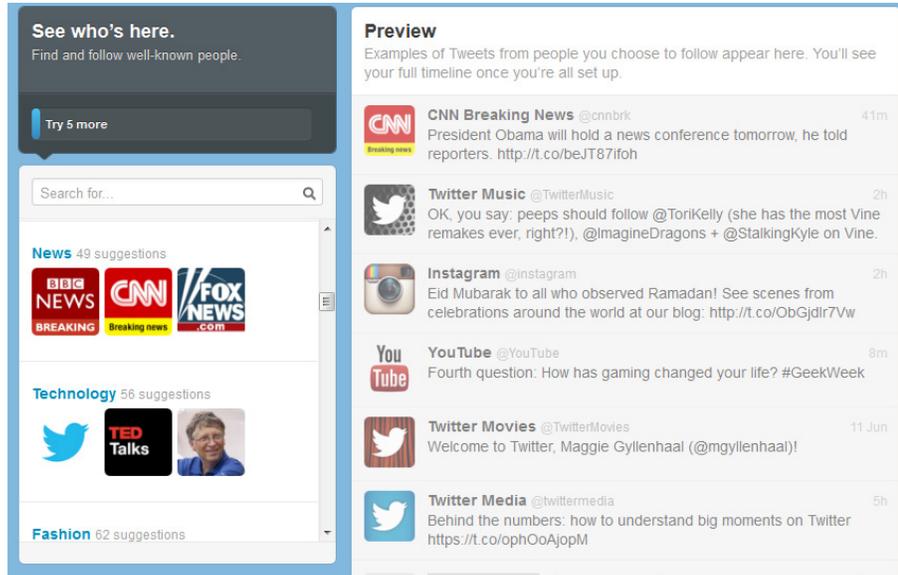
3. You will encounter this “Welcome Page.” Go ahead and click “Next.”



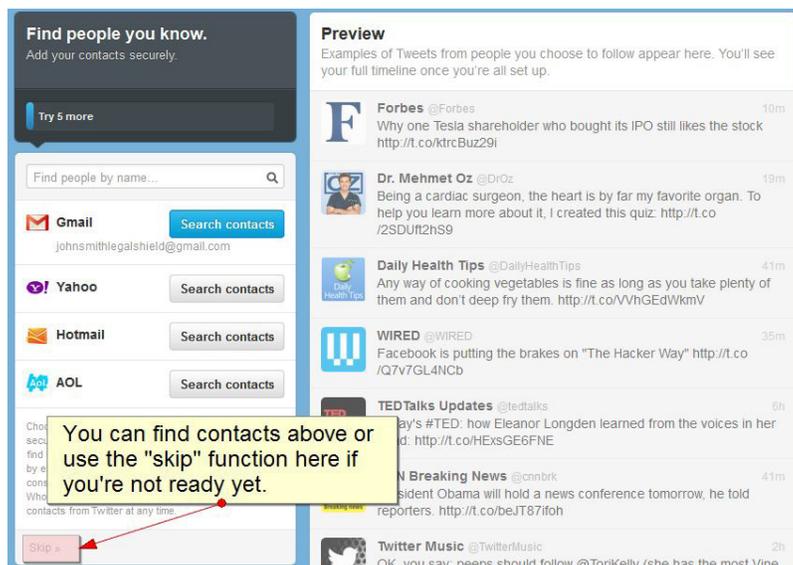
4. Twitter will then prompt you to follow prominent figures and news sources within your industry. This is ideal for building your network. We recommend taking time to look through these figures and click the “Follow” button next to the people/businesses/organizations you are interested in following. Or you can use the search bar to search for people or businesses related to topics of interest to you. By following these people, their tweets will show up in your newsfeed.



- Next, Twitter asks you to browse categories and follow news sources and figures within these categories that also align with your brand. Follow all the important and relevant accounts to start growing your network.



- You then will have the ability to search for people you may know personally on Twitter via your email contacts. If you'd like to see which friends are on Twitter to connect with them, then follow this last step. (You can also skip it. See the image below.)



7. Next, you will be taken to a page where you can upload your photo and describe yourself (called the “Twitter Bio.” **IMPORTANT:** *Your profile photo must be a headshot. Your description (Twitter Bio) must say either:*

**“I am a LegalShield Independent Associate. Contact me for info on how you can protect yourself and your family for a small monthly fee.”**

OR

**“I am a LegalShield Independent Associate. Contact me for info on our services.”**

The Twitter Bio can be up to 160 characters. Both of the options above leave you more characters to add your own personal touch to the end of your bio, if needed. (Of course, please follow common business etiquette sense when filling the rest of this out.)

*Failure to follow this convention may result in action by LegalShield.*

**Add character.**  
Upload a photo and describe yourself. Done

Please select a profile image that is less than 700 KB. ×

Upload image  
Maximum size of 700K. JPG, GIF, PNG.

**Bio** 135 / 160

I am a LegalShield Independent Associate. Contact me for info on how you can protect yourself & your family for a small

Skip >

**Preview**  
Examples of Tweets from people you choose to follow appear here. You'll see your full timeline once you're all set up.

- Forbes** @Forbes 10m  
Why one Tesla shareholder who bought its IPO still likes the stock <http://t.co/ktrcBuz29i>
- Dr. Mehmet Oz** @DrOz 19m  
Being a cardiac surgeon, the heart is by far my favorite organ. To help you learn more about it, I created this quiz: <http://t.co/2SDUft2hS9>
- Daily Health Tips** @DailyHealthTips 41m  
Any way of cooking vegetables is fine as long as you take plenty of them and don't deep fry them. <http://t.co/VVhGEdWkmV>
- WIRED** @WIRED 35m  
Facebook is putting the brakes on "The Hacker Way" <http://t.co/Q7v7GL4NCb>
- TED Talks Updates** @tedtalks 6h  
Today's #TED: how Eleanor Longden learned from the voices in her head: <http://t.co/HExsGE6FNE>

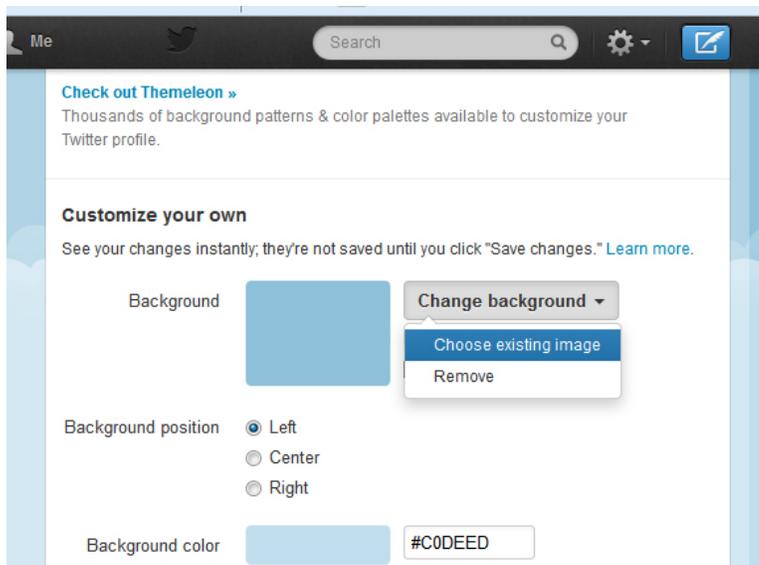
8. Finally, you will be taken to your newsfeed and requested to confirm your email address. Follow the instructions found in your email and your Twitter account is now established!

9. You now have the option to update your Twitter designs. LegalShield Corporate can provide you with an approved, professional-looking Twitter background and cover image that will help identify you as a LegalShield Independent Associate. Email [SocialMedia@LegalShield.com](mailto:SocialMedia@LegalShield.com) if you have not received these designs.

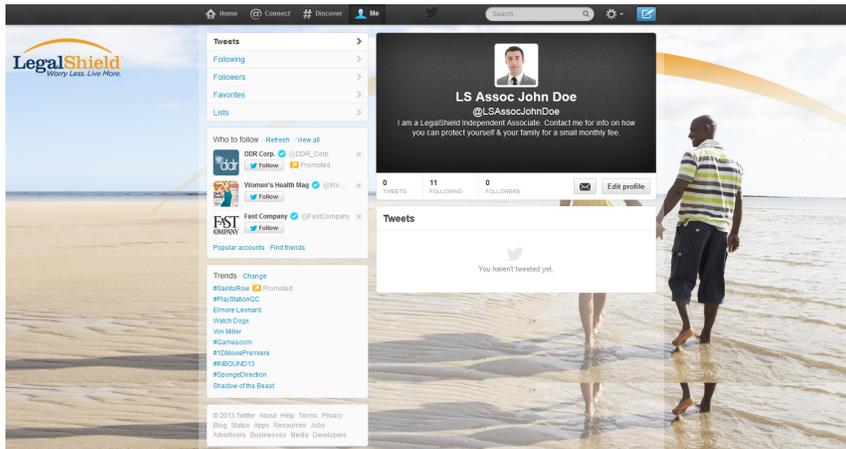
To install your LegalShield-provided designs, click the gear icon in the top right corner and select “Settings.”



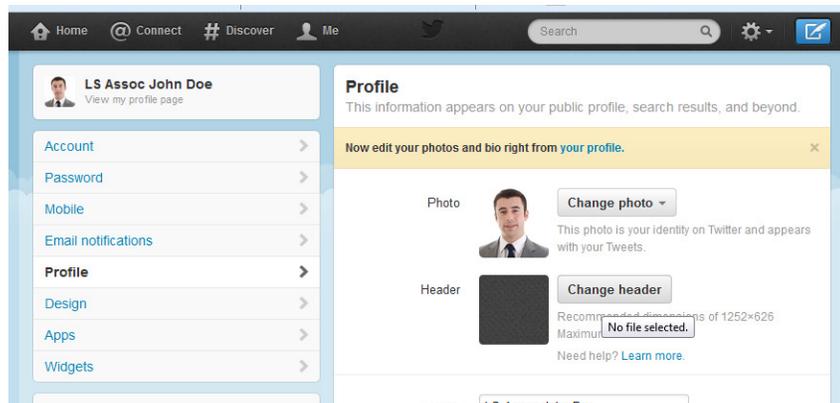
Then, select “Design” on the left-hand menu and scroll down to find the “Customize your own” section. Click “Change background” and select “Choose existing image.”



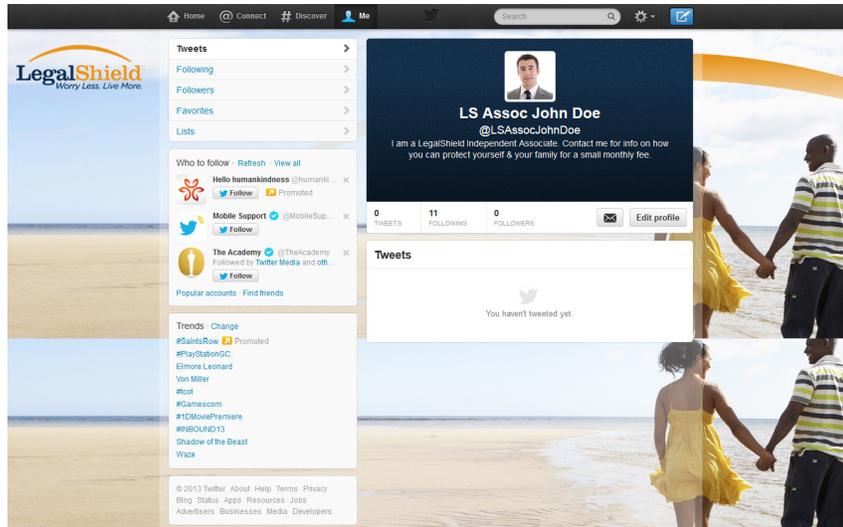
Then, upload your saved LegalShield-provided background and click “Save changes.” Your profile will now look something like this:



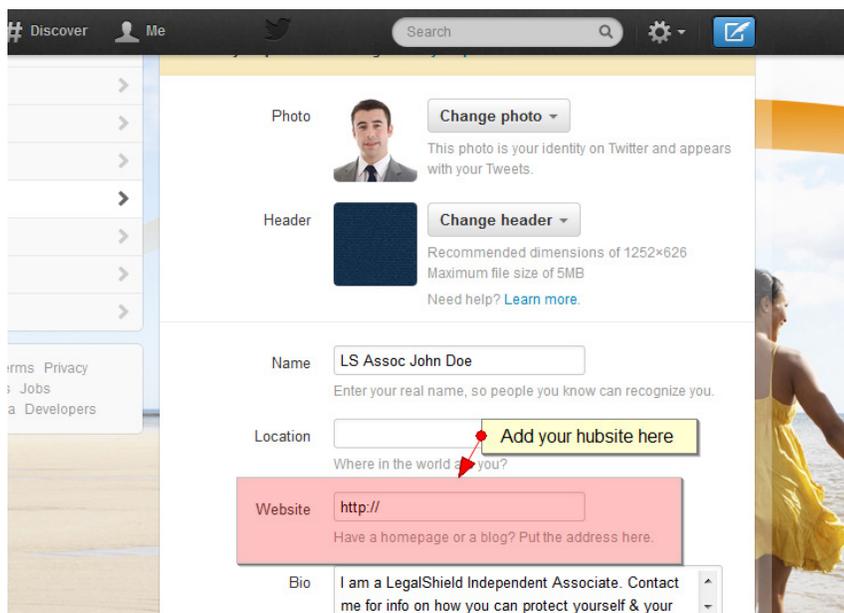
The black rectangle behind your profile image is called your “cover image.” You may leave it black or install the navy blue cover image provided by LegalShield. To install the navy blue one, click the gear icon in the top right corner and select “Settings.” Then, select “Profile” on the left-hand menu and click “Change header.”



Upload your saved LegalShield-provided cover image and click “Apply” and then “Save changes.” Your profile will now look something like this:



Now, you will want to return to the page where you uploaded your cover image and find the “Website” section. Here you will want to add your hubsite, so your Twitter followers can visit your hubsite webpage. *Please note, it is mandatory for LegalShield Associates to add their hubsite to their Twitter profile.*



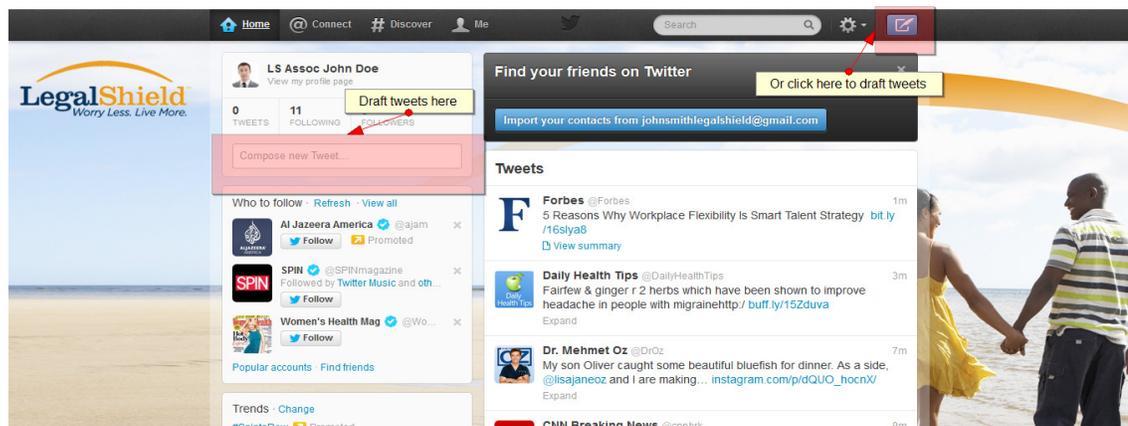
# NAVIGATING THROUGH TWITTER

Once you're in Twitter, you will see this toolbar at the top of the page. Let's walk through each of the components.



- **HOME**—As you can see below, you can view all the tweets to the right. These tweets are those posts that people you are following are sharing with their network. This page is also referred to as your “News Feed.” To the left of that, you can see an auto-generated list of people you could follow. Essentially, Twitter takes your profile information and who you follow and generates recommendations of others you may be interested in following. The area beneath that showcases popular US trends that people are talking about in their tweets. To maximize reach of your tweets, we recommend utilizing the trending hashtags in your tweets whenever possible. (Do not abuse these trends and use them inappropriately, unprofessionally, or where not relevant.) For example, if there is a trend that says [#ThingsILoveToTalkAbout](#), you could capitalize on this trend by tweeting “[#ThingsILoveToTalkAbout](#): LegalShield and how it can help protect your family!”

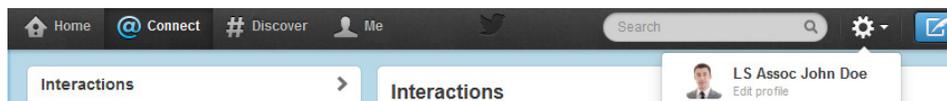
You also have the ability to compose a tweet from the HOME dashboard. See the “Compose new Tweet” box? You can type in your message here to post to your followers. Be careful—you are only allocated 140 characters per tweet, so don't be too wordy. Be short, sweet, and to the point. Be informative and provide insights that your followers would want to hear.



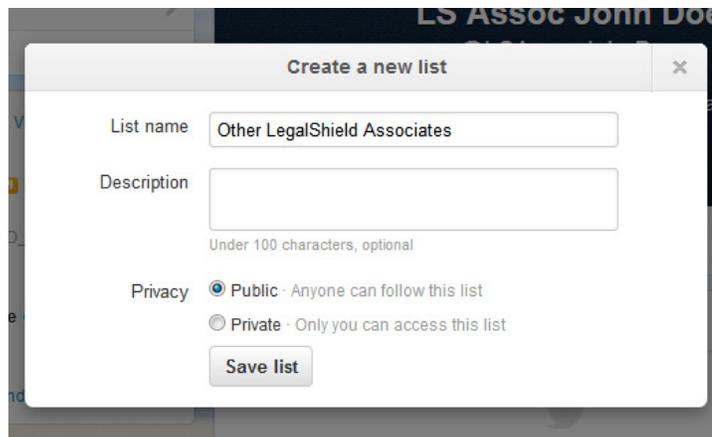
- CONNECT**—When you click on the “@ Connect” tab, you will see all the recent activity for your network. When the “Interactions” tab is highlighted (below), you see all activity, including new followers, who has mentioned you in a tweet, and who has re-tweeted one of your tweets.

Conversely, if you click the “Mentions” tab below the “Interactions” tab, you see only a compilation of tweets where people have mentioned you directly with your username (ex: @LS\_IA\_JohnDoe).

Be sure to check these tabs often, so you can respond to people who engage with you in a timely manner.
- #DISCOVER**—Use this tab to engage in the current conversations that are happening around the world. See stories that are getting a lot of buzz and coverage in the “Stories” tab, view top tweets on the “Activity” tab, search through Twitter’s recommendations on “Who to follow,” find friends, and browse categories to continually expand your network.
- View/Edit Profile**—Click the little gear wheel icon on the top right to view your profile to change your personal settings. Click the “Edit profile” button to make edits. From here, as you previously experienced, you will be able to update your photo, name, location, website and short biography. You also have the opportunity to link your tweets to Facebook. We do not recommend using this feature. It is best to separate the messaging of the two platforms for SEO and user-experience reasons.



You can also create lists of people you follow in this section. Click on “Lists” then “Create List.” Once there, create a name for the list, a description, and then you can elect to make it private or public. (Generally, we recommend making lists private.) List examples could include “Clients,” “Associates,” “Friends,” “Interesting People to Follow,” etc. Lists are essentially a filter that allows you to see what is being said by that group of people only, rather than what all the people you are following are saying. Conversely, others can add you into lists of their own. You can also view what lists you are a member of in this area.



## To tweet successfully, keep these general ideas in mind while building your solid Twitter following:

- Influence is important—get people mentioning you and re-tweeting your content.
- Emphasize positive experiences about your business.
- Engage with your followers daily and post consistently throughout the day, but do not over-tweet.
- Engage with your target influencers.
- Reciprocate advice and help by re-tweeting other people's content (#FF, RT).
- Share photos and behind-the-scenes info about your business. Give your audience a glimpse of developing projects and events. Users come to Twitter to receive and share the latest news.
- Listen and regularly monitor the comments about your business.
- Ask questions of your followers to glean valuable insights and never forget to show that you are also listening to them.
- Respond to compliments and feedback in real time.
- Reward your audience with updates about special offers, promotions and time-sensitive deals if applicable.
- Demonstrate wider leadership and know-how by referencing articles and links about the industry as a whole.
- Re-tweet and reply publicly to great tweets posted by your followers and customers.

- Establish the right voice. Twitter users tend to prefer a direct, genuine, and of course, a likable tone from your business, so think about your voice as you tweet. How do you want your business to appear to the Twitter community?
- Use hashtags (#). (See definition below.)
- Listen—Start using Twitter Search (in the top tool bar) to listen for your business name within conversations throughout Twitter.
- Engage—Talk to people about THEIR interests, too.
- Point out interesting things in your industry, not just about LegalShield.
- Share links to fun activities in your community.
- Don't get stuck in the apology loop. Be helpful instead.
- Talk about non-business topics sometimes.
- Know the Twitter Lingo (See below).

## The Twitter Glossary

- **TWEET**—A post made on Twitter.
- **FOLLOWERS**—Shows you how many people are following you.
- **FOLLOWING**—Shows you how many people you are following.
- **HASHTAG OR #**—This symbol is used to categorize tweets, allowing the tweet to be more easily found by people interested in that topic. For example, if your tweet includes “#IdentityTheft,” those who are interested in that topic can search for that hashtag and your tweet is more likely to come up. (Note that there must be no spaces or symbols between words in a hashtag.) When you see a hashtag used in someone's tweet, you'll notice that it is clickable and will bring you to a stream of tweets that include that hashtag. This is a great resource in finding new people to follow who are interested in the same thing as you.
- **RE-TWEET OR RT**—You will see the option to “re-tweet” someone's tweet. This essentially means that you are reposting (or forwarding) their tweet by tweeting it yourself.
- **TWEEPS**—A nickname for people on Twitter.
- **@REPLY OR @**—Used to reply to a tweet by including the @ followed by someone's Twitter username (for example: @LS\_IA\_JohnDoe)

- **DIRECT MESSAGE OR DM**—Use this for private messages to another user when you don't want to write a public reply. Note: *Both Twitter users must be mutually following each other in order to direct message each other.*
- **TWEET-UP**—A real-life social gathering where local Tweepers meet to talk in person and tweet about common interests.

## Tips to Make Your Tweets Engaging and Easy for a Follower to Retweet:

- If you are including links in your tweets, always use a URL shortener like Bit.ly. They are also often built into other tools such as Hootsuite and Tweetdeck. You only have 140 characters, so make it count!
- Keep tweets below 140 characters, ideally around only 100 characters. It makes it easier for people to re-tweet you.
- The symbol # on Twitter is known as a hashtag. These tags are used to affiliate a tweet with a certain topic and can be useful for tracking social marketing campaigns and connecting with customers. You can develop your own hashtags to try and promote a viral following for a specific topic or campaign.
- Avoid the temptation to use tools that send automatic direct messages. These types of messages are often construed as spam and may cause people to “unfollow” you.
- You can also engage Twitter followers and influencers by mentioning them in a tweet. You can do this when you post content you think will resonate with a certain tweet. An easy format to follow is tweeting with a link to relevant content and then including the @username at the end of the tweet.

These are just some of the hundreds of tips and tricks to using Twitter. Check out Twitter's support page for more tips to making Twitter work for you at <https://support.twitter.com/>.

## Twitter Ads

Similarly to Facebook, LegalShield Associates are not permitted to engage in Twitter advertising. Failure to comply may result in action by LegalShield.

## Other Important Notes

LegalShield Independent Associates' Twitter accounts may not mention/promote any other companies that you may be working with. These accounts represent LegalShield and as such, may only promote and sell LegalShield services. Failure to comply may result in action by LegalShield.

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