



SPREADING JEUNESSE LOVE SOCIAL MEDIA TRAINING & RECOGNITION PROGRAM

Jeunesse® launched the **#SpreadingJeunesseLove** campaign in 2021 to teach Distributors best practices for utilizing social media to build their business. This campaign not only set the tone for how to best promote their Jeunesse business on their personal social media accounts, but also recognized those who were successful in doing so. This special form of recognition is inspirational to not only the Distributor being recognized, but to others as well to want to emulate them.

Recognition is a critical element in the direct selling industry, working as both a recruitment tool to attract future members to the company, as well as a retention tool to help retain current talent by encouraging and celebrating their hard work.

The target audience for this campaign was the family of Jeunesse Distributors from all around the world and prospects who may be checking out the the company's social presence.

Social media, web, and design staff from the award-winning Jeunesse Marketing Team collaborated to brand the campaign utilizing user generated content from Distributor accounts and developed the campaign hashtag **#SpreadingJeunesseLove**.



HOW TO
BEST SPREAD THE
**JEUNESSE
LOVE**

#SpreadingJeunesseLove

"We encourage our distributors to tell their story about how they are living Jeunesse.

We love to re-share UGC of our Distributors who are creating organic and relatable content with our products as they build their business and personal brands."

— Kate D'Amico, Social Media Director



More like a Human ... Less Like a Brand

Jeunesse posted in both the feed and in stories across the company's [main](#), [Global Stars](#), and [The Jeunesse Lifestyle](#) channels on Instagram and on its official [Twitter](#) and [Facebook](#) pages announcing that they were looking for members of the Jeunesse Family who were spreading Jeunesse love on social media.

Distributors were then asked to tag Jeunesse and use the hashtag when sharing content on social media for the opportunity to be re-shared on the company's global social media channels.

The Spreading Jeunesse Love campaign consisted of several social media posts sharing tips and best practices for building an effective social media presence and encouraged the organic sharing of genuine ways in which Jeunesse enriches the Distributor's lifestyle.

Some tips included:

- Don't include the Jeunesse company name in your social media handle
- Your profile photo is a picture of YOU
- Share real organic content of Jeunesse products
- Mix in photos of family, friends, pets, and travel
- Follow the main Jeunesse Global social media channels
- Embrace being more like a human and less like a brand
- Have fun and LIVE JEUNESSE!

To tie in the important recognition component to the campaign, Jeunesse created the **#JeunesseStars** hashtag and posts weekly on its Jeunesse Global Stars Instagram page to recognize individual Distributors who are successfully spreading Jeunesse love.



Embrace being more like a human and less like a brand



HAVE FUN
AND

**LIVE
JEUNESSE**

#SpreadingJeunesseLove

Increased Engagement and User Generated Content

With this on-going campaign, Jeunesse continues to encourage their Distributor audience to create shareable content. The content not only helps the company spread more brand awareness, but also helps Jeunesse Distributors to succeed as they build their business through social media.

Due to its success, Jeunesse has celebrated its Distributors through the **#JeunesseStars** weekly that are **#SpreadingJeunesseLove** with 42 recognition posts so far and counting.

Jeunesse has experienced a significant increase in engagement and user generated content in which the company is tagged in since launching the **#SpreadingJeunesseLove** campaign.

The company has found that social media engagement increases over 500% when they share #SpreadingJeunesseLove content!

The Spreading Jeunesse Love social media campaign empowers Jeunesse Distributors to create their own shareworthy content that will be re-shared while helping them build their personal brand through social media.

