

Social Media Guide

Hi IBOs! This is your guide to help you increase your engagement online and draw more attention to your Conxxion business.

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About Conxxion

Conxxion is a 100% Australian owned and operated company and a leading direct seller of essential services, delivering innovative solutions in telecommunications, energy and other key sectors to homes and businesses. We're committed to providing individuals with the opportunity to own their own business while offering services people already rely on every day.

With a proven business model and over 20 years of industry experience, Conxxion provides our IBOs with the tools, training, and support needed to succeed.

Our mission is simple: to make business ownership accessible and achievable for everyone.

Our Values



Social Media Guidelines

Why should I use social media?

1. Grow your business
2. Make new friends
3. Attract people for when the time is right

Note: Your social media network is not a replacement for your warm market. It's an opportunity to grow your warm market.

Setting up your social media

Step 1: Choose your platform

When starting on social media, it's easiest to focus on one platform at a time. We recommend choosing from Facebook or Instagram to begin and it's best to pick whichever platform you think more of your warm network are using.

Step 2: Create a new **private** profile

People like to buy from people! You can use your original profile once it is private, but we recommend creating a new private profile. Upload a fun and friendly profile photo. Make sure it's just you by yourself. Have it facing front-on and ensure it is a high resolution.



Step 3: Like and follow Conxxion

Keep up to date with promotional offers from our Product Partners and any other company updates, including recognition and events information. Also, make sure to join [The Conxxion Community](#) if you are on Facebook.

Step 4: Encourage your team to get on socials too!

Now that you have your profile set up, help your team to do the same.

Do's & Don'ts

Knowing what to say (and not say) on social media can be hard, so we're here to help with a few essential do's and don'ts. These key talking points will help you share like a social media pro and keep you compliant at the same time!

Do

- ✓ Remove all non-professional or damaging images (brand yourself as a credible expert)
- ✓ Refer to yourself as a '**Conxxion Independent Business Owner**' in your bio
- ✓ Disclose relationship with Conxxion
- ✓ Pique people online and connect with them offline or on Zoom
- ✓ Use your full name or business name as your handle and profile name

Don't

- ✗ Use Conxxion or product logos, images, names or branding on your social media pages. You are in the people business – don't share the Conxxion images to your private profiles. No one should know you're in Conxxion until you want them to know you're in Conxxion.
- ✗ Share posts/stories of your online store. You can put it in your bio on Instagram or as your website on Facebook but don't directly share the link in a post/story.
- ✗ Make claims that you can ensure customer savings
- ✗ Make earning claims or guarantees when marketing the Conxxion Opportunity
- ✗ Prospect or cold market to customers
- ✗ Advertise on groups such as buy, swap, sell or Facebook Marketplace
- ✗ Create fake Conxxion or product brand identities, i.e. 'conxxion' should not be in your social handle. When naming your page or group, you are not permitted to use Conxxion trademarks.
- ✗ Spam or broadcast using social media, i.e. don't create ads
- ✗ Share political views that others may not share
- ✗ Share religious views that others may not share
- ✗ Share anything that is exclusive or excludes peoples

Best Practice Posts

Helping you earn is a top priority, that's why we've pulled together best practices that will help you create content that connects with your audiences, maximises your engagement, and sets you up to convert your warm network to new customers and IBOs! The following are 3 types of engaging posts that will help you connect with your audience.

1. Personal Brand Posts

Showcase who you are and what sets you apart personally and professionally. Further develop genuine connections, trust, and influence with others by sharing your personality with your followers.

Here's a few ways to do this:

- **Introduce yourself** with a fun fact list (e.g. two truths and a lie), do a 'day in your life', or Q&As in Stories.
Sample Caption: I wanted to introduce myself to new friends and followers, so below are two truths and a lie about me. Do you know which one is the lie?
 - 1. I have performed in the Sydney Opera House
 - 2. I can speak Japanese
 - 3. I don't like the sea
- **Share something personal:** A memory, your favourite playlist, go-to recipe for a quick dinner, etc.
- **Spread inspiration** with a quote, advice, or encouragement
- **Celebrate your wins**, whether personal, family or business

Conxxion
Just now · 🌐

Hi! I'm Emily, the Marketing Executive here at Conxxion. 🌟 I wanted to introduce myself to new friends and followers, so here are two truths and a lie about me.

- 🌟 I have performed at the Sydney Opera House
- 🌟 I can speak Vietnamese
- 🌟 I don't like the sea

Comment below which one you think is the lie!



Conxxion
Just now · 🌐

🌟 We did a big clear out at home this weekend. Feeling lighter and more organised for the month ahead as a result 🌟

While sorting through the chaos, we stumbled upon THIS absolute gem! 🎧 Who else used to have this album on repeat? 🎧 I couldn't resist replaying track 16 (on repeat... again, obviously, and yes, I had to dust off the stereo!). What was your favourite track? 🎧



Conxxion
Just now · 🌐

🌟 "The most convincing sign that someone will achieve new results in the future is new behaviour in the present." 🌟

Lunchtime walks have become my new thing lately - getting those steps in, clearing my head, and listening to The Diary of a CEO podcast. 🎧 🌟 This is a quote I enjoyed from today's episode. 🌟

Are you a Steven Bartlett fan too? Or do you have any other podcast recommendations that I need to add to my playlist? Let's swap inspo!

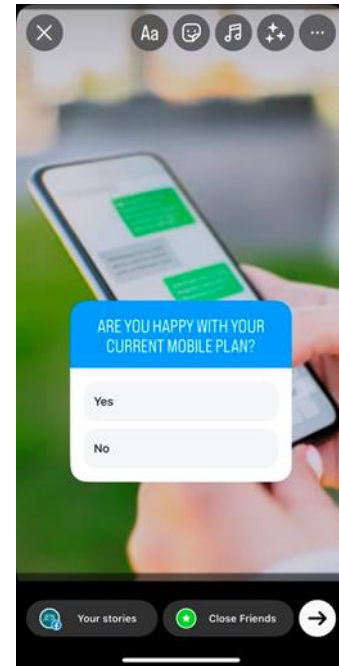


2. Essential Services Posts

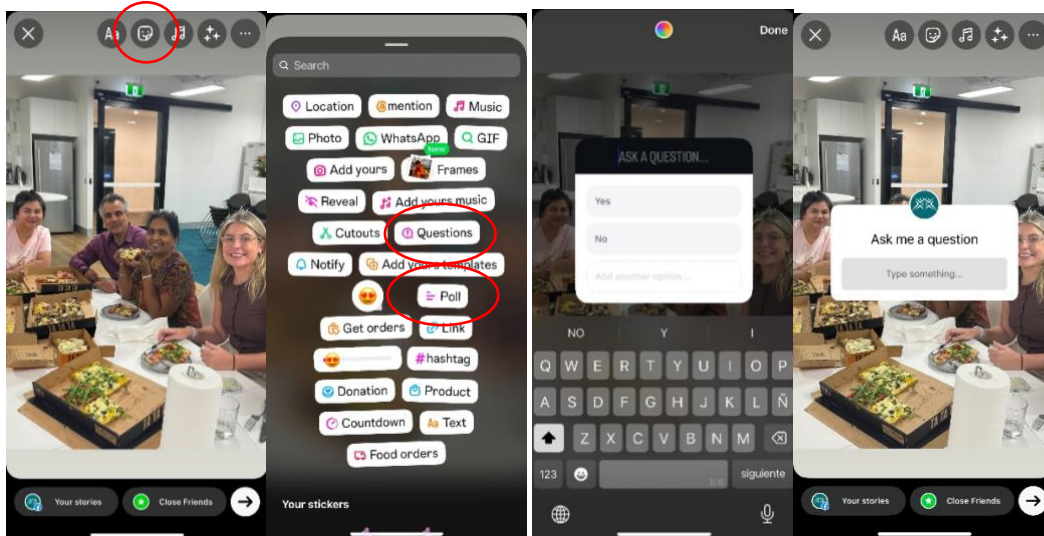
Showcase the unique selling points of our essential services. This creates value and relevance for the services you are sharing. You can reinforce why the service may be the

right fit for your customer by calling out any additional benefits. See the Conxxion Product Training Pack for full details for the unique selling points of each of our services.

- Give an **outline of the installation process** of one of the services if you are a customer. Use the following sample script: *“Hi, I recently changed energy providers, and I couldn't believe how straightforward and simple it was! I was putting it off for a while as I thought it would involve a little bit more effort from me but once I went through the process, I realised how straightforward it was, so I said I'd share it in case it is useful to any of you. I went onto the website, and I put in some of my personal details and my address. I also did have my previous bill to hand in case they needed anything like my meter number. I made sure the rates were correct, and I pressed submit. Then from there it was over to the company to do everything else. I got an email confirming my order, they notified my previous provider and within three days the order was active, and my electricity supply was changed. So, it really was straightforward. It wasn't what I initially thought it was going to be. For anyone else whose looking at changing their energy supplier, please reach out and I'd be happy to help!”*
- Drive engagement with **interactive features** like polls and questions in Stories.



Where do I find these interactive features?



- **See who is using what and ask for a favour!** Use the following sample post:

‘Hi friends and family! 😊 I need a favour 🙏 I'm doing a survey for a business project. Could you please comment below who your energy provider is? ⚡ Thanks in advance for your help! 💡 AGL 💡 Energy Australia 💡 Sumo 💡 Alinta Energy

- HINT! This is a great conversation starter and it's simple. Thank anybody who comments publicly by liking and commenting on their comment and then follow

up privately, thanking them and then use the favour script to acquire them as a customer: “Hi X, thank you for liking/commenting/reacting on Y. Could I ask you for a huge favour? As you may or may not know, I've got a part-time business from home, helping people with their monthly bills. (Share your reason why). I'd appreciate the opportunity to check if I can get you a better deal on your phone, internet, electricity, gas or home insurance [choose whatever you think is relevant to the perspective customers], would you be interested? It won't cost you anything.



- **Offer a free energy health check:** Hi friends and family! 😊 I know the cost of electricity/gas can be particularly expensive around this time of year ☀️🌊🏠. If you would like me to conduct a free energy health check to see if you could get a better energy deal, please message me or comment below ⚡⚡

3. Opportunity Posts

Showcase the **community** you are part of and your **success** within the organisation but don't give too much away. Your mindset should be this; if people want to know what your product or business is, they need to talk to you! Post ideas:

- Selfie video/Reel of you out for a walk with the following sample script: “Hello and happy Friday from a lovely sunny Sydney. My business [insert business name if applicable] is looking for 2/3 people in the Western Sydney area to join the team. Are you open to new opportunities?”
- Photo of you from a company event
- Photo/video of you getting recognised on stage
- Showcase/introduce your teammates

- Pictures of you with the leaders
- Share your journey with Conxxion: Your successes, your community, the impact the partner products have had on your customers, your excitement for earning residual income



Level Up Your Content

1. **Content Variation:** Keep content fresh by mixing it up! Utilise trends to have fun, personalise posts to make connections, and use generic product images (gas, electricity, EFTPOS machine etc.) to share promotional information without mentioning the product partner brand.
2. **Video:** Video is the most prioritised type of content on social media.
3. **Lighting:** Lighting is key when creating! Use soft, natural light or a ring light when possible. If you don't have great light inside, move outdoors, especially during golden hour!
4. **Environment:** When you're creating social content, your environment can make all the difference. Try to declutter your spaces, find neutral-coloured backdrops, and look for spots without significant background noise.
5. **Call to action:** It's best to have one clear call to action included in each of your posts. Examples include 'Message me for more information', 'Comment below'
6. **Front-facing:** When creating a video or posting a picture, try to make sure that your face is centred in the frame.
7. **Subtitles:** Use subtitles or closed captions to make your videos more accessible
8. **Succinct and informative caption:** Where applicable, make sure that your post answers the 5 W's – Who, What, Where, When and Why. This is especially important if you are sharing information about an upcoming event.
9. **Interactive and trending audio:** When making a Reel or Video on Facebook or Instagram, you will be given the option to add audio. This allows you to choose something trending or an audio that you have already saved.
10. **Tag your team!**

30-Day Content Calendar

Want to start sharing on social media but feeling overwhelmed? This posting calendar provides a five-week plan for you to effectively use your social channels to promote essential services and engage potential customers, IBOs and your team members.

Week 1

- **Personal Brand:** Introduce yourself by sharing a list of fun facts about yourself.
- **Essential Services:** Talk about a service in a Stories and share some of its unique selling points (refer to the Product Training Pack for details of the key benefits of each service).
- **Essential Services:** Use a questions box in Stories for your followers to ask questions about the service.

Week 2

- **Essential Services:** Share a picture of one of the essential services on Stories and add a poll for interactive voting, e.g. most important feature of your NBN
- **Personal Brand:** Find a funny or trending audio and create a Reel about yourself or something you love to do.
- **Personal Brand:** Inspire others by sharing your favourite quote or something that motivates you.
- **The Opportunity:** Reshare a picture from a recent event and comment your thoughts on the event and to reach out to you if interested in coming to the next event.

Week 3

- **Essential Services:** Talk about one of the essential services on Stories and mention how you or one of your customers is finding it/found the installation process
- **Personal Brand:** Create a Reel with a trending audio and share your three favourite things that happened that week
- **Essential Services:** Post a poll in Stories with a question about one of the essential services. Share the correct answer in the following Story to educate your followers.
- **Personal brand:** Do a “Get to know me” questions box in Stories for your followers to ask questions about you and you answer them

Week 4

- **The Opportunity:** Post your favourite thing about being an IBO to your feed.

- **Essential Services:** Add a story giving your personal review of an essential service or a review from one of your customers and highlight the key selling points of the service
- **The Opportunity:** Post a video of you on stories talking to camera about an upcoming event and why people should come:
 - Learn from top business minds
 - Learn about goal setting and business scaling
 - Network with like-minded people
 - Get inspired!

Week 5

- **Personal Brand:** Share a fun fact about yourself and include a related picture.
- **Essential Services:** Use a questions box in Stories for your followers to ask questions about the essential services we provide, and you answer them.
- **The Opportunity:** Post/reshare a picture of one of your team members and give them a shoutout. Don't forget to tag them too!

Compliance Guides

Earnings and/or Savings Claims

Conxxion prohibits IBOs from making any promises or guarantees related to earnings/income of an IBO, whether expressed or implied. This prohibition extends to written, electronic and verbal communications and applies to hypothetical earnings calculations other than those contained in official Conxxion marketing material.

Conxxion IBOs may not make any references to specific or numerical saving guarantees, whether expressed or implied, with respect to products and services. For example, it is a policy violation to use verbiage such as "Conxxion will save you \$X or X% on your telephone bills."

An example of acceptable verbiage is "Many customers of the major telephone carriers will save on their monthly bills with Conxxion's service." This limitation extends to both written, electronic and verbal communications. IBOs are at all times prohibited from publishing comparisons of the prices of products and services offered by Conxxion and its service partners and those of other providers of similar products and services. This is because such comparisons are invariably incorrect due to the complexity of product or service pricing and lead to legal disputes with other providers.

How to Recognise Your Team

We're here to help you recognise your team's hard work and achievements compliantly and avoid making problematic earnings claims.

Ways to Recognise

1. **Time & Effort** – praise your team's hard work because success takes time and effort. This dispels the notion that building a thriving network marketing business is easy. Example: I'm so proud of Maria for committing to building a business at Conxxion, working in any spare time she has during her busy life. She's put in all the hard work needed to be successful.
2. **Belief in Others** – praise your team members for building belief in other Conxxion IBOs. Example: Ian has built a great team of inspiring leaders in just a few short weeks and is poised to keep growing.
3. **Life Improvements (Non-Monetary)** – focus on non-monetary ways their life has improved. Example: Louise has so much more time for her family that she hasn't missed a single kids' soccer game this season.
4. **Achievements/Milestones (Non-Monetary)** – Talk about success through rank advancements and milestones that don't include dollar amounts. Example: Congratulations to Josie on achieving the rank of Regional Vice President at Conxxion. Your dedication and commitment to serving others is a true inspiration!

Language to Avoid

- Earning or dollar amounts
- Images of checks or deposits
- Congratulating a big purchase, like a house or car
- Suggesting someone replaced a full-time income or was able to retire
- Exaggerating success or downplaying the time needed for achievements
- Stating that *anyone* can do it