



THRIVE STAR GUIDE

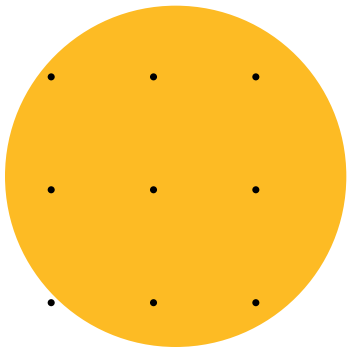
Sharing the Thrive Challenge on Social Media

As a Thrive Star, you can inspire others to make better choices in a variety of ways. One is by posting on social media. This guide will provide you with everything you need to share the Challenge with others using social media platforms.

Why Social Media?

Social media offers Stars and Challenge participants an easy way to share the Challenge and inspire other people. Posting images or videos of better choices and tagging them with relevant hashtags helps create awareness about the importance of well-being, shows how easy it can be to start making changes in our lives, and is a great way to spread the word about Thrive. Sharing on social media also allows us to connect with others and build a community of people committed to making better choices.

Try these quick tips to help your posts stand out in a sea of social media. You'll learn some easy tricks to capture and post visuals that grab followers' attention, make your posts easier for followers to discover, and help inspire them to stop scrolling and read what you have to say!



1



Picture Perfect | Taking Great Photos

- Horizontal photos work best for most post formats, unless you're using Instagram or Facebook Stories, which are vertical.
- Make sure you have good lighting in the photo, with no dark shadows or bright spots of light in the frame.
- Try not to use the zoom feature on your phone camera, since zooming can lower the quality of the photo – instead, you can crop the picture afterwards to create the same effect.
- Natural photos that don't use a filter are best, but if you have to edit the photo, try adjusting the brightness and contrast instead of using a preset filter.
- Take a lot of photos so you can post the one you like best. And remember to take some showing your better choices in action – candid shots work well on social media!

2



Hollywood Star | Filming Videos

- Make sure that your hand isn't covering the microphone, that there isn't a lot of background noise, and that you're speaking clearly into the phone.
- Remember to mention the Thrive Challenge!

3



Spreading the Word | Tagging Posts

- Tag @Thrive in all of your posts so the team can reshare your post from the brand page.
- Tag your location, as well as other people, to increase your post's reach. For example, if you're working out at a local gym or eating a better choice at a restaurant, include the gym or restaurant's social handles in your post!
- Relevant hashtags will help increase the reach of your post. Here are some tags you may want to use:

#ThriveStars

#BetterChoices

#ThriveChallenge

#Microstep

#ThriveChallengeTips

#JoinTheThriveChallenge

#ThriveChallengeTransformation

Becoming Social Media Savvy:

1

HAVE FUN AND BE CREATIVE. Think of fun ways to get people interested in making better choices.

2

BE AUTHENTIC. Being yourself and sharing what you truly care about is the best way to inspire other people.

3

FOCUS ON INSPIRATION. Encourage and inspire others without telling them what to do. Remember, what works for you might not work for everybody!

SHARE BROADLY. You can

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share your story, your better choices, inspirational quotes or images, posts from thriveglobal.com/Challenge – anything you think will get people excited about making better choices and trying Thrive.

START SMALL. Just like with better choices, connecting on social media doesn't mean that every post has to go viral. Start by sharing a picture, video, or inspirational quote with a few friends who are supporting you on your journey!

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