

MARKETING & SOCIAL MEDIA CHEAT SHEET

WHAT PLATFORMS TO USE

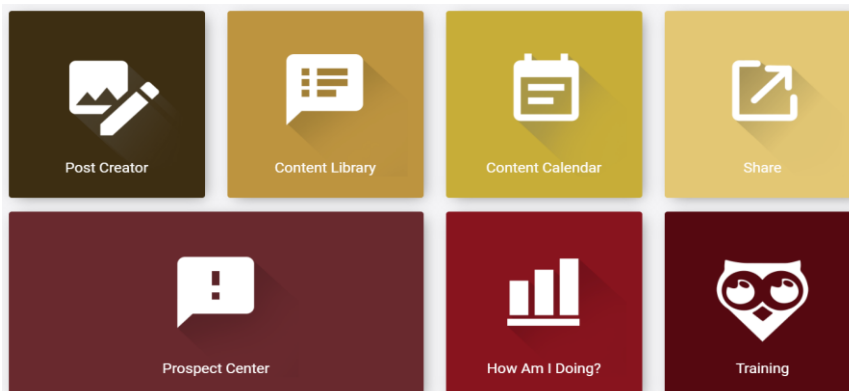
When growing your Boisset Collection business there are many platforms you can use to find and engage with new customers. Here are some of the top platforms currently being used by Ambassadors:

- **Facebook:** Facebook is a great way to connect with friends and family but to get the most out of the platform, including the ability to schedule content and view analytics we recommend also creating a Facebook Business Page as Facebook does not allow scheduling from Personal Profiles. For more information visit www.facebook.com/groups/boissetsocial.
- **LinkedIn:** Use LinkedIn to expand your network by connecting with other Ambassadors, groups and showcasing your personal brand as well as industry news. Sales Navigator is a great tool that for a nominal fee also allows you to filter, save lead lists and receive higher quality search results.
- **Instagram:** Instagram is the perfect platform to share the brand lifestyle. Utilize interactive stories (polls, quizzes) and Instagram Reels (short-form videos) to share your tastings, pairings and other fun content with your followers.
- **YouTube:** if you like to take videos then YouTube is a great platform for you! Showcase wine tastings, cooking videos, training resources, etc. to show how you enjoy incorporating the Boisset lifestyle into your daily life!

GETTING STARTED

Getting started with B. Social is simple and quick!

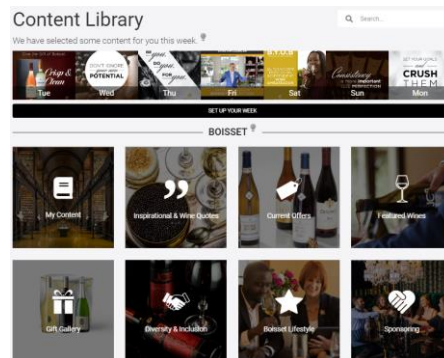
1. Log into your dashboard and click B. Social. Once logged in there is a full tour prompt available for you to follow and view the platform



GETTING STARTED (cont)

2. You'll want to connect your social media accounts. Go to SETTINGS and click CONNECTIONS

3. Once connected, you can start scheduling your content from the Content Library. All of this content has been approved by Boisset Corporate. Click on CONTENT LIBRARY from your home page. Use Recommended Content Calendar at the top for preselected, suggested content to post, or select a category to choose your own content. In the categories you will find posts, GIFs, stories, Facebook Covers and Zoom backgrounds.



4. Once you've found the content you want to use, click POST, select the social media outlets you want to post to, add your own copy, hashtags or website and POST NOW or SCHEDULE for later. You can visit the CONTENT CALENDAR to see what you have scheduled.

SUGGESTED FIRST POSTS WHEN LAUNCHING YOUR BUSINESS



Post 1:
Joined
Boisset



Post 2:
Share Boisset
wines



Post 3:
Share your
"why"



Post 4:
Offer to
host a
tasting



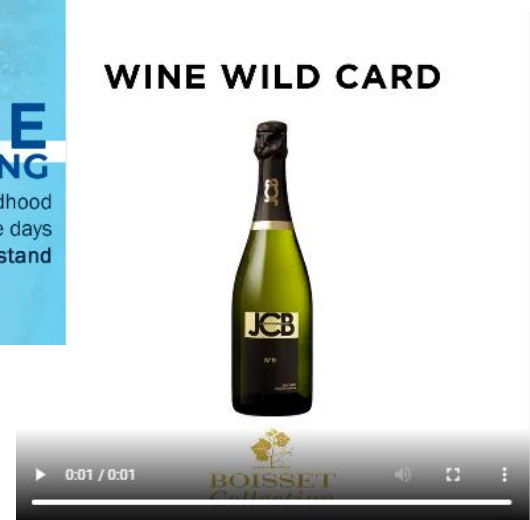
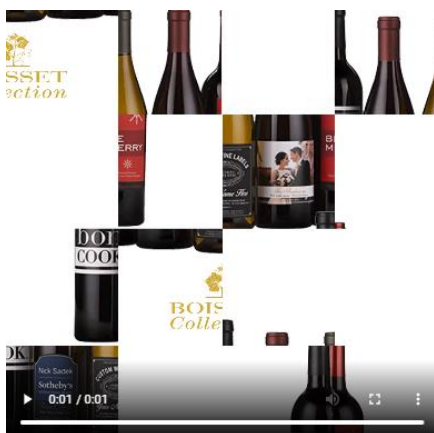
Post 5:
Brand post

THE “DO’S” FOR POSTING ON SOCIAL MEDIA

- **Stay Connected!** Tag the main Boisset Collection page in your posts and stories. We want to help you meet your goals, and engage with your followers-tag @boissetcollection in your content so we can provide creditability to your content.
- **Follow the Rules!** Follow all social media brand standards.
- **Be YOU!!** Showcase your personal brand story! Share with your followers why you chose Boisset! Share photos of you drinking the wine, receiving your deliveries, tastings and get together and everything related to Boisset!
- **Follow Content Sharing Etiquette:** If you are sharing content from another Ambassador on someone on social media, make sure you give proper credit by including their @username. Another great rule of thumb when sharing is to ask the creator’s permission.

FIND NEW WAYS TO CONNECT: TRY THE FOLLOWING TO INCREASE YOUR ENGAGEMENT (LIKES, COMMENTS, SHARES & VIEWS)

A great way to engage with your audience is to do interactive stories or reels on Instagram and Facebook. Use polls, Q&A boxes, quizzes and countdowns to engage with them!



POLICIES

SOCIAL MEDIA: You may use the B. SOCIAL platform through your Ambassador back office at no additional cost. This includes training, scheduling tools, branded images and current offers there. Do not use the Boisset name or any company trademarks to create social media page names, handles, website domains, and email addresses. Linked-in relationship to Boisset Collection must include “Independent Ambassador”.

PROPER TITLE & RELATIONSHIP: “Independent Ambassador” must always be listed on any Boisset business card, approved marketing collateral or social media posting.

GIVEAWAYS: Are prohibited if associated with the purchase of alcohol.

EVENTS: Ambassadors may do private events & fundraisers: however pouring at public events such as farmers markets, street festivals and other locations is not allowed.

MARKETING MATERIALS: Ambassadors should only use Boisset approved materials unless otherwise approved.

ADVERTISING: Local advertising may be allowed with company approval

MASS MEDIA: Ambassadors may not participate in mass media or national advertising without explicit direction and approval from Boisset.

APPROVED BRAND HASHTAGS

Using brand & industry hashtags is a great way to make your content discoverable by potential new customers and followers. Examples of brand and industry hashtags include:

- #BoissetAllDay
- #BoissetSocial
- #BoissetTastings
- #WineUnitesUs
- #Cabernet (and any other wine-specific hashtags)