

Conversation Starters

- **What are you cooking tonight?**
Share the step-by-step recipe photos or an image of the final product. Tell your fans which Pampered Chef® tools you used to make your meal.
- **What's happening in your town?**
Focus your content around local events, news, and weather.
- **Share your success!** Post when you earn an incentive trip or welcome a new Consultant to your team.
- **Talk about your last Cooking Show,** post party photos, and (with their permission) thank your Host.



Keep It Simple

- Think “subtle” not “selling!” when you update your status. Don't spam your fans by posting too often (we recommend 3-5 times a week).
- Show customers how you use your favorite products. Post your own recipe photos and videos.
- Share our monthly specials and update your cover photo to showcase new products or promotions.

Keep It Separate

Create a Brand/Product page on Facebook® just for your TPC business posts.

- Your personal page is for your personal updates and likes.
- Your Brand/Product page is for your business updates and likes.
 - A separate page creates an extra level of professionalism.
 - Use your Consultant Page to like and comment on pages and posts.
 - Create events and Facebook shows with your Consultant Page.

Keep It Going

- Use Facebook analytics to see how often your posts are seen, shared, and commented on.
- Explore your page insights by clicking “Show” at the top of your page, then “Check Out Page Insights”.
- Find the best days and times to post content.
- See which posts are most popular with your fans.