



InsideTracker

Community Social Media Best Practices

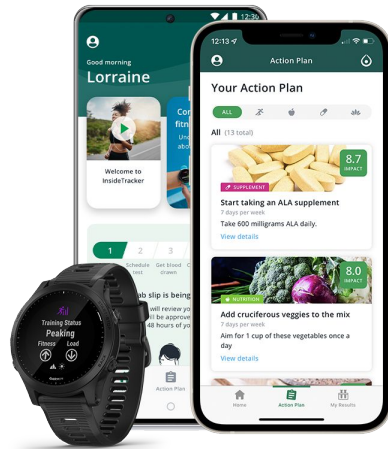
Welcome to the InsideTracker Community!

Thank you for helping us on our mission to empower as many people as possible to take control of their health and test with InsideTracker.

In this deck, you will find sample talking points and general best practices to consider when you're sharing your InsideTracker journey on social media.

Together, we can inspire people to take action and transform their health.





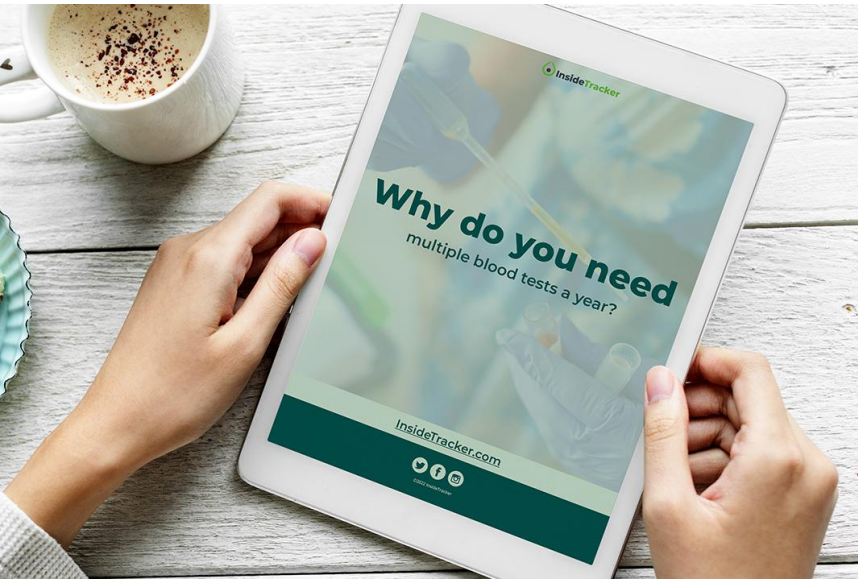
About InsideTracker

The health industry is flooded with misinformation. That's why InsideTracker takes a scientific approach to health and longevity that comes from **a trusted source: your body.**

Insidetrapper provides a personal health analysis and data-driven wellness guide, designed to help people **live healthier longer.**

Using an objective health assessment, the latest healthspan research, and over ten billion biomarkers, InsideTracker's A.I.-powered platform generates a custom set of *actionable* recommendations and insights.

Integrated within an intuitive mobile app, InsideTracker reveals each individual's **personalized path to improving health and longevity** from the inside out.



Tips for sharing before getting tested with InsideTracker

- Explain why you are excited to get tested with [@InsideTracker](#) and what you hope to learn in your initial test results.
- Openly discuss any hesitations you may have about the testing process or finding out your results with your audience to help build a relatable connection and showcase your authentic story.
- Make sure to tag [@InsideTracker](#) and use the hashtags **#STARTINSIDE** **#InsideTracker**



Photo guidelines for the Mobile Blood Draw and DNA Kit:

Lighting: Find quality lighting — if you are standing in front of a window, make sure you are also front-lit to avoid a silhouette

Clothing: Please avoid showing any logos on your clothing and please wear a shirt that provides full coverage

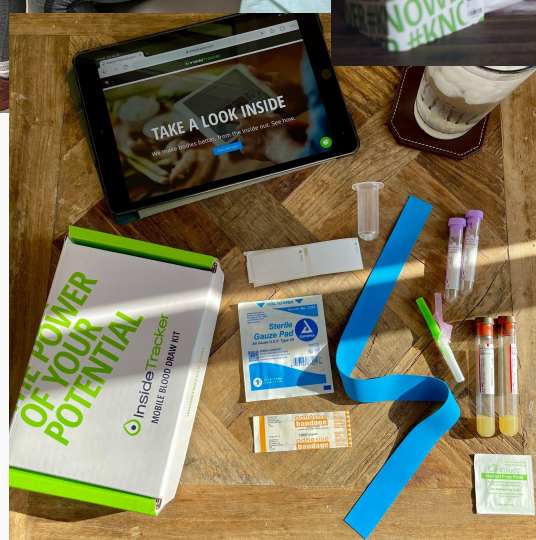
Setting: Clean space, no clutter/clothing/or TV on in the background. Shooting against a plain background is preferred.

Mobile Blood Draw: Take photos with Mobile Blood Draw Kit and with InsideTracker band-aid on your arm

DNA Kit: Include photos of you with the test and also taking the test by swabbing your cheek

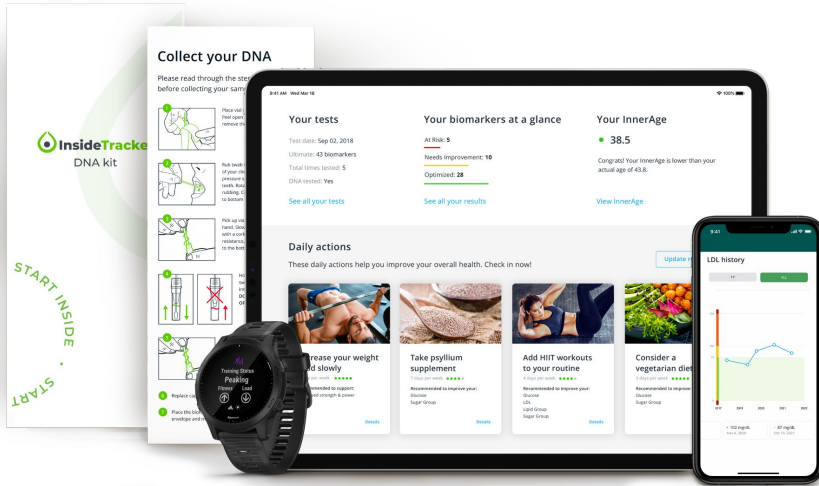
Home Kit: Get photos of a flat-lay of the items in the box prior to blood draw

Submit high-res photos on CreatorIQ



Tips for sharing about your first time testing with InsideTracker:

1. Help **make your audience feel comfortable** with the testing process by emphasizing that it is easy and safe to get tested with InsideTracker. Mention that people can get a Mobile Blood Draw for added convenience and comfort.
2. Document the blood draw process with **non-graphic photos** and video clips. Please avoid direct shots of needles.
3. If you are also getting the DNA test, show the fun and easy process of **unboxing the DNA Kit** in your Reel.



Tips for social sharing

Once you receive your results

- Share 1-2 powerful/specific things you realized from your InsideTracker biomarkers test results. i.e. screenshots of your biomarker graphs on the InsideTracker app. Here are our [InsideTracker logos](#)
- Share 2-3 changes you'll be making based on the InsideTracker recommendations—and if that differs from what you were doing prior to getting your results.
- Tell your community why you recommend testing with InsideTracker to improve their health and get a customized picture of what's going on "inside."
- Emphasize our recipes and helpful suggestions you received from the InsideTracker dashboard or app.
- Share website: [InsideTracker.com](https://www.insidetracker.com) to get started with the Ultimate Plan!

Ongoing use of InsideTracker

1. Reels - show your face, food, InsideTracker iPhone or Android app, your synced Garmin or Fitbit, and biomarkers, supplements, training and other relevant recommendations.
2. Mention why you are eating certain foods or using certain supplements based on your biomarker recommendations.
3. Explain to your community why blood testing is important for overall health and athletic performance.
4. Share your 20% discount code and the link to your custom InsideTracker landing page for your community to get started with the Ultimate Plan!
5. Feel free to let people ask questions and tag InsideTracker.



Recommended talking points for sharing about InsideTracker:

- I love how safe it felt to get tested with @InsideTracker. I was a little nervous about getting my blood drawn, but it couldn't be easier. If you don't want to go to a lab, you can do a mobile blood draw and the phlebotomist will come to your home!
- With @InsideTracker I discovered exactly which foods and supplements were going to help me make gains in my performance and overall health. I am now incorporating INSERT into my diet. I also love how InsideTracker took my current diet (plant-based/gluten-free/keto) into consideration when making recommendations.
- Before my test with @InsideTracker, I would have never guessed I would be deficient in Vitamin D/Iron/B12. With help from the @InsideTracker team, incorporating Vitamin D/Iron/B12 rich foods into my diet couldn't be easier! I feel confident about improving my levels after receiving specific science-backed suggestions of supplements to use. I can't wait to get tested again to track my progress.
- After testing with @InsideTracker, I realized that I have high levels of cortisol. I am following the recommendations to start meditating and practicing yoga to reduce stress and improve my recovery.
- I am so grateful for testing with @InsideTracker. I discovered that I had high levels of inflammation and low levels of testosterone, which is one major sign of overtraining. Now, I'll be implementing more rest days and recovery into my training.

Reels/TikTok best practices

Great examples to go by:

- [SUP World Champion Conor Baxter's](#)
- [Mobile Blood Draw Reel](#)
- [Triathlete and Coach Noel Mulkey's Quest Blood Draw Reel](#)
- [Pro Skater Neen Williams Reel](#)
- [RD Erin Kenney LDL cholesterol Reel](#)
- [Biohacker Amera Musleh's Recipe Reel](#)
- [2x US Champion Grayson Murphy's Recovery Reel](#)
- [Personal Trainer & Group Fitness Instructor Kat O'Hara's Testing Reel](#)
- [Fitness Instructor Nancy Chen's Testing Reel & Action Plan & Lifestyle Changes Reel](#)

- **Font** - Please use the first font on IG
- **Text Color** - Black text with white highlight
- **Video files** - Upload video files to CreatorIQ. Upload TWO versions of the reel. Send the MP4 (or MOV) file of the reel WITHOUT text AND the version WITH text. Thank you!
- **Audio** - All music needs to be original audio so please send us the version of the reel without added music.
- **Setting lighting** - Please ensure that you have quality light such as using a ring light or standing in front of a window. Please make sure that you're not backlit and silhouetted.
- **Clothing** - Please make sure that you don't have logos or graphics on your clothing, solid colored tops, not just a sports bra
- **Environment** - Make sure the space around is clean and tidy--thank you!

TikTok best practices

What to post: As with any platform, staying true to your content and audience is key. To get started, here are a few examples:

- Walk us through your journey of getting a blood draw with InsideTracker
- Show us progress you've made with InsideTracker
- Testimonial-style content
- FAQs (what questions do you often get from followers about your journey with InsideTracker, how the product works, specific biomarkers, etc? Answer them with a TikTok video!)

Hashtags: Hashtags are one of the best ways to get your content found by a large audience. Below are recommended hashtags that're relevant to the industry and have performed well on TikTok:

- #Longevity, #fitness, #nutrition, #Bloodtest,, #wellnessjourney, #Biohacking, #InnerAge ,#BiologicalAge

Engagement To be successful on TikTok, engagement is key! Encourage your followers to like and comment, and be sure to engage with them. TikTok's algorithm rewards you for using its unique features (Duets, Stitch, text overlays, sounds etc.), so we encourage you to use them as you see fit!

****Tag [@insidetracker](#) in your posts, and we'll gladly show some love on your posts and would appreciate any engagement on our posts!**

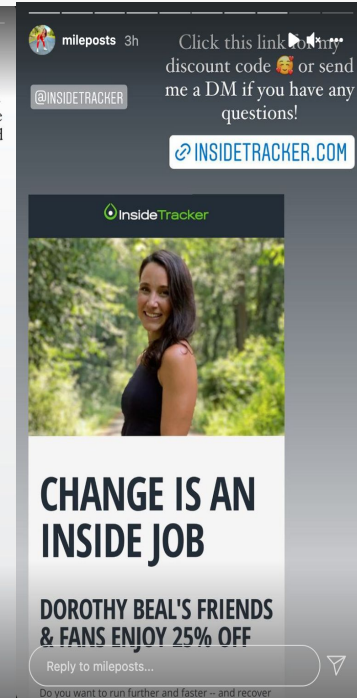
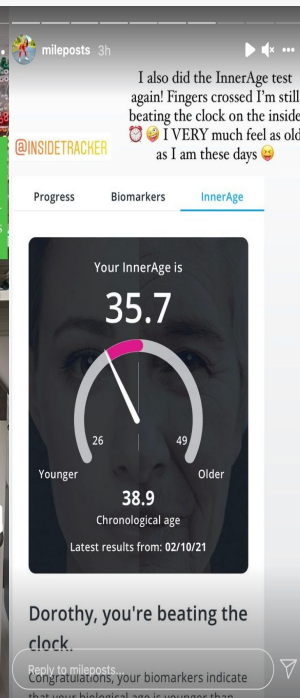
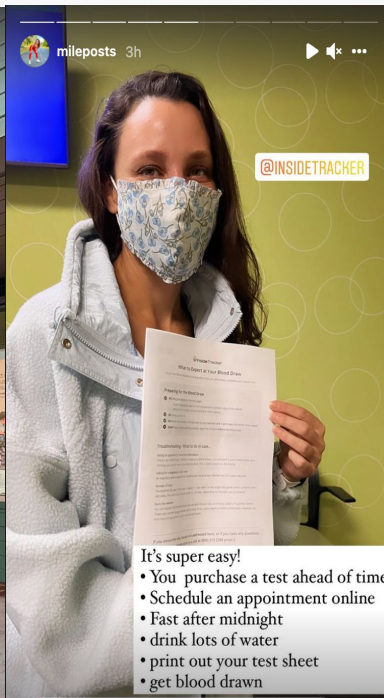
Testimonial best practices

Please use the questions below as a guide to authentically discuss your unique experience with InsideTracker! Feel free to alternate between selfie-style videos and screenshots/screen recordings with a voiceover.

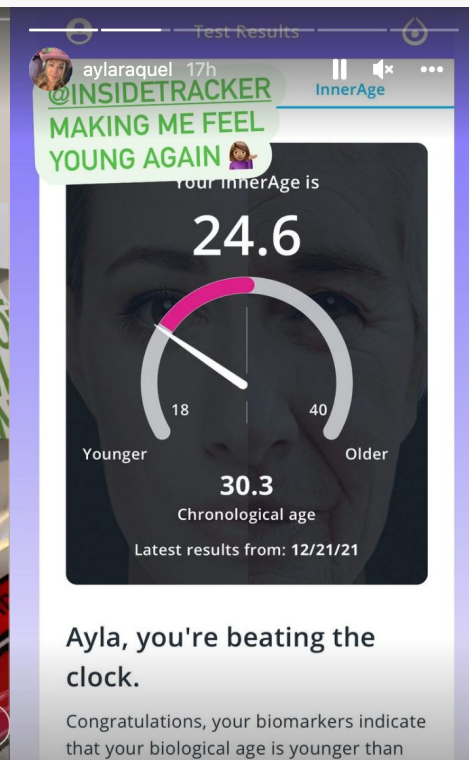
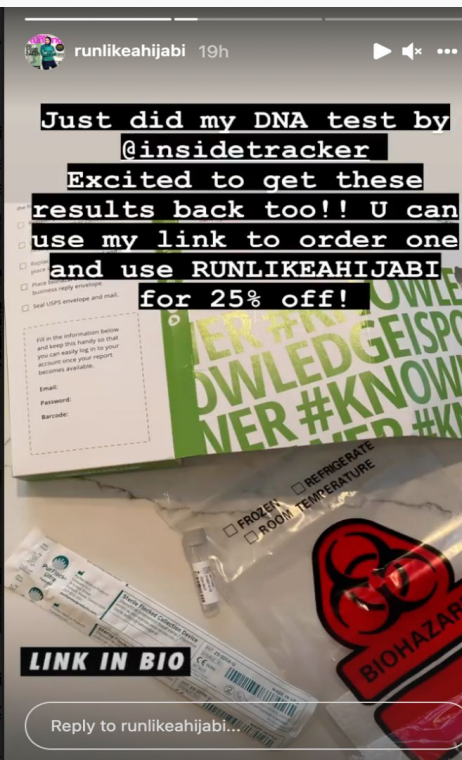
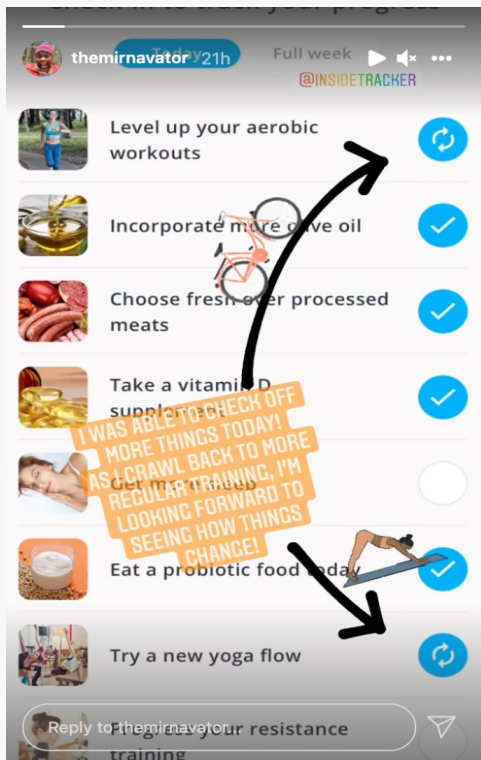
Guiding questions/topics:

- Why you were interested in getting tested ?
- What were you hoping to get out of your experience with InsideTracker?
- What plan did you test with? (Ultimate, Blood Results Upload, InnerAge 2.0, etc.)
 - Show screenshots/screen recording of selecting a plan on the website
- What were you most surprised to learn from your results?
 - Show screenshots/screen recording of any biomarker results you were surprised about, or your InnerAge 2.0 score
- What goal did you select in your [InsideTracker app](#)?
 - Show screenshots/screen recording of selecting your goal, or setting up your Action Plan
- What are a few examples of recommendations you have implemented?
 - Show screenshots/screen recording of specific recommendations you're implementing, checking-in on your action plan, etc
- What is your favorite InsideTracker feature? (ProTips, daily check-in, Action Plan, fitness tracker integration etc.)
 - Show screenshots/screen recording of the feature
- How has this changed your overall perspective on health and longevity?
- Who would you recommend InsideTracker to?

Great examples of Instagram Stories



Great examples of Instagram Stories



Great examples of giveaway Instagram Stories

tointri 22h @THEWYNH

GIVEAWAY!

Win an **Ultimate Test @ InnerAge 2.0**

GET EXCITED!

\$700 value!

CLICK HERE

[INFO.INSIDETRACKER.COM](https://info.insidetracker.com)

SEE POST FOR RULES

@INSIDETRACKER

Reply to tointri...

aylaraquel 18h

DON'T FORGET TO ENTER MY GIVEAWAY FOR A CHANCE TO WIN AN @INSIDETRACKER ULTIMATE TEST + INNER AGE (\$700 VALUE).

HIT THE LINK BELOW, TAG A FRIEND IN MY MOST RECENT POST, AND FOLLOW @INSIDETRACKER TO ENTER!

[INFO.INSIDETRACKER.COM](https://info.insidetracker.com)

Reply to aylaraquel...

elysekopeccky 5h

LAST CHANCE! ENTER TO WIN. \$700 VALUE

@SHALANEFLANAGAN

[INFO.INSIDETRACKER.COM](https://info.insidetracker.com)

InsideTracker

RISE AND RUN GIVEAWAY

The Ultimate InsideTracker Prize Package

InsideTracker--ultra-personalized nutrition and wellness platform that analyzes data from your blood, DNA, and lifestyle--is proud to partner with Shalane Flanagan, Elyse Kopecky, and the Rise and Run community.

ONE LUCKY WINNER WILL RECEIVE: @INSIDETRACKER

- 1 InsideTracker Ultimate Plan (\$589 value)
- 1 InsideTracker InnerAge 2.0 (\$100 value)

By submitting, you agree to receive emails from InsideTracker. No purchase necessary. All entrants must be located in the United States to receive the prize.

Interested in learning more? Visit <https://www.insidetracker.com> or email us at contactus@insidetracker.com

Reply to elysekopeccky...

runwidkeel 3h

FREE FRIDAY! REMEMBER TO ENTER TO WIN A FREE ULTIMATE TEST AND INNER AGE FROM @INSIDETRACKER [>\$700 VALUE!]

[ENTER THE GIVEAWAY](https://info.insidetracker.com)

Reply to runwidkeel...

Twitter & Facebook best practices

In addition to the incredible posts you have curated for the InsideTracker community on Instagram, we want to reach all corners of the social media world with your help. Twitter, Facebook, and LinkedIn are great places to also share your InsideTracker story!

Formula for an ideal post:

[Your experience with InsideTracker] + [share InsideTracker post, link, video] + [share link]
#startinside #insidetracker #biohacking #longevity

1. Tag @InsideTracker
2. Topic ideas
 - a. Your story with InsideTracker
 - b. Biomarkers you needed to work on, our recs and how you're feeling not
 - c. Share InsideTracker Youtube videos, Podcast, or latest blog with how it relates to you, your personal goals, something you found interesting or learned
 - d. Try an InsideTracker Recipe
 - i. IG Reel Remix a recipe
 - e. Latest mentions of InsideTracker in the Press
3. #STARTINSIDE #InsideTracker #biohacking #longevity

Press Interview Best Practices

[Watch the recording of our PR & Media Training here!](#)
(22 minutes)

We value your ability to speak first-hand about the essential role InsideTracker plays in your training, nutrition and wellness when sharing your own story with journalists and the media.

Here are natural ways to weave InsideTracker into your conversations with the press. InsideTracker is a great inclusion when asked about:

- Essential pieces of gear/training tools
- How you plan your diet/nutrition
- How you gauge your recovery/readiness
- “Secret weapons” and “game-changers”

Remember:

- Reporters generally want to hear about the game-changers/pivot-points in your training that readers might be able to apply

Example: “After last season, I felt so run down. I had no idea it was my iron until I tested with InsideTracker. Now I xyz every day and that’s made a huge difference.”

- Speak in sound-bites/quick takeaways and natural language

Examples: “I get my blood tested with InsideTracker,” “I watch my iron levels on InsideTracker,” “I plan my meals around the blood tests I get from InsideTracker.”

Thank you!