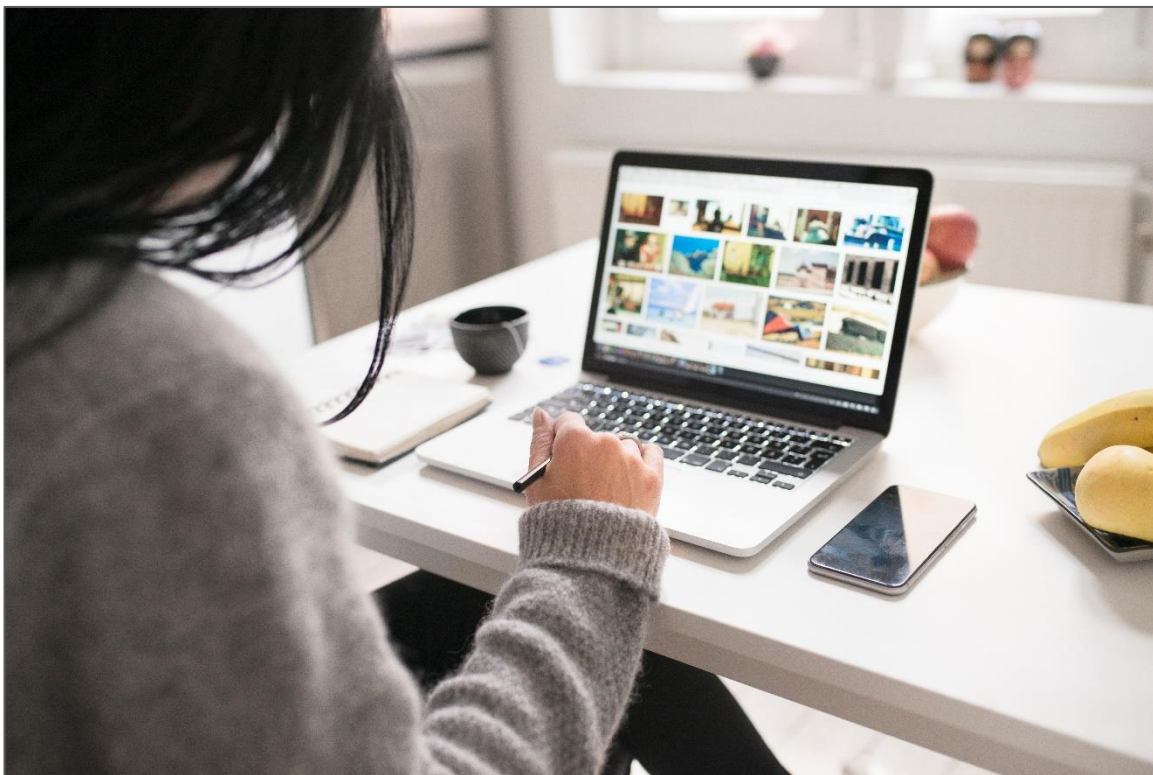


# Grapevine6

## Getting Started



Guardian Social Media Team  
[socialmedia@glic.com](mailto:socialmedia@glic.com)

Nate Isaacson | Andrew Newbury | Gina Christiano

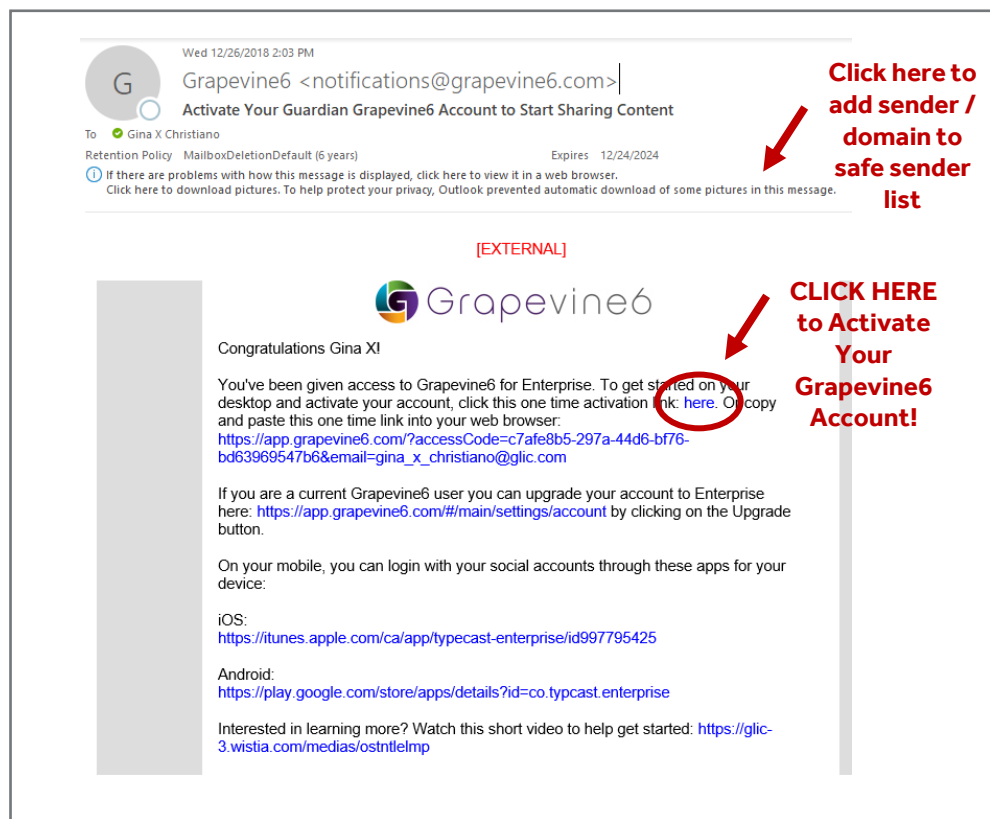
## Before you begin; have you:

- ✓ Completed Part 1 AND Part 2 of Guardian's Social Selling Certification Course?
- ✓ Emailed [socialmedia@glic.com](mailto:socialmedia@glic.com) to notify them of this completion?
- ✓ Linked your social media account(s) to Proofpoint?

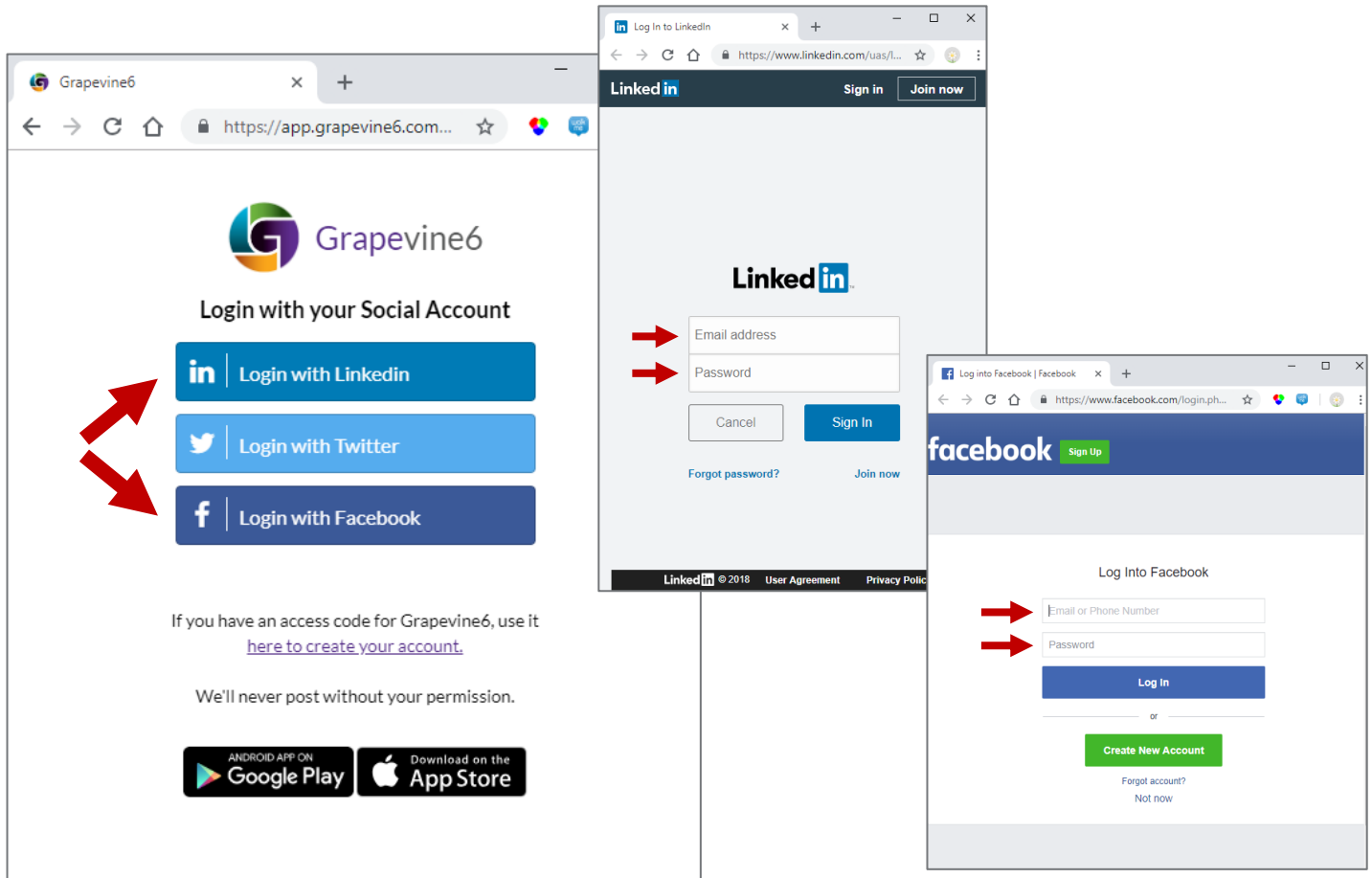
If you have answered "yes" to all three questions above, you are now ready to start using Grapevine6!

To get started with G6:

1. Open the Grapevine6 email you received, and click on the hyperlink to activate your account. Be on the lookout for the following email details
  - a. **Subject:** Activate Your Guardian Grapevine6 Account to Start Sharing Content
  - b. **Sender:** Grapevine6 <[notifications@grapevine6.com](mailto:notifications@grapevine6.com)>
  - c. **Best Practice:** Add this email to your safe sender list in Outlook

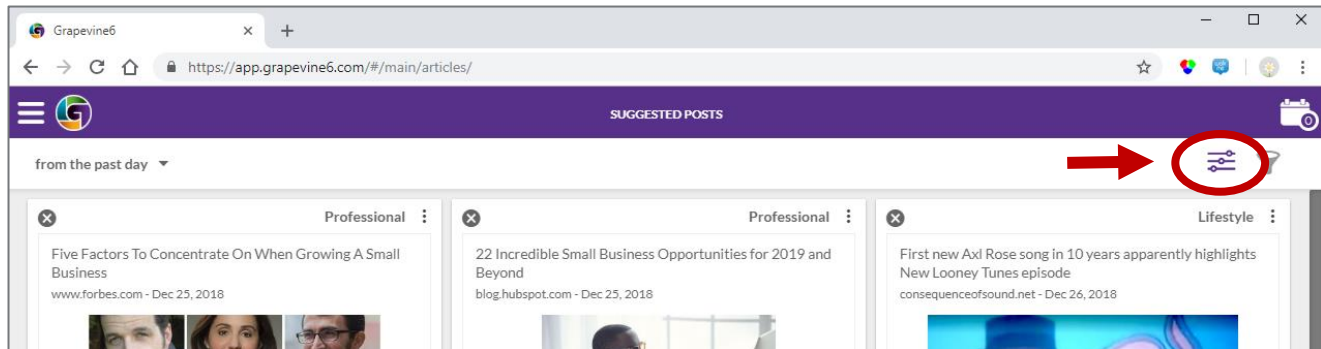


2. Clicking on “Login with LinkedIn” you will then enter the login information you use to sign onto LinkedIn. Respectively with Facebook.

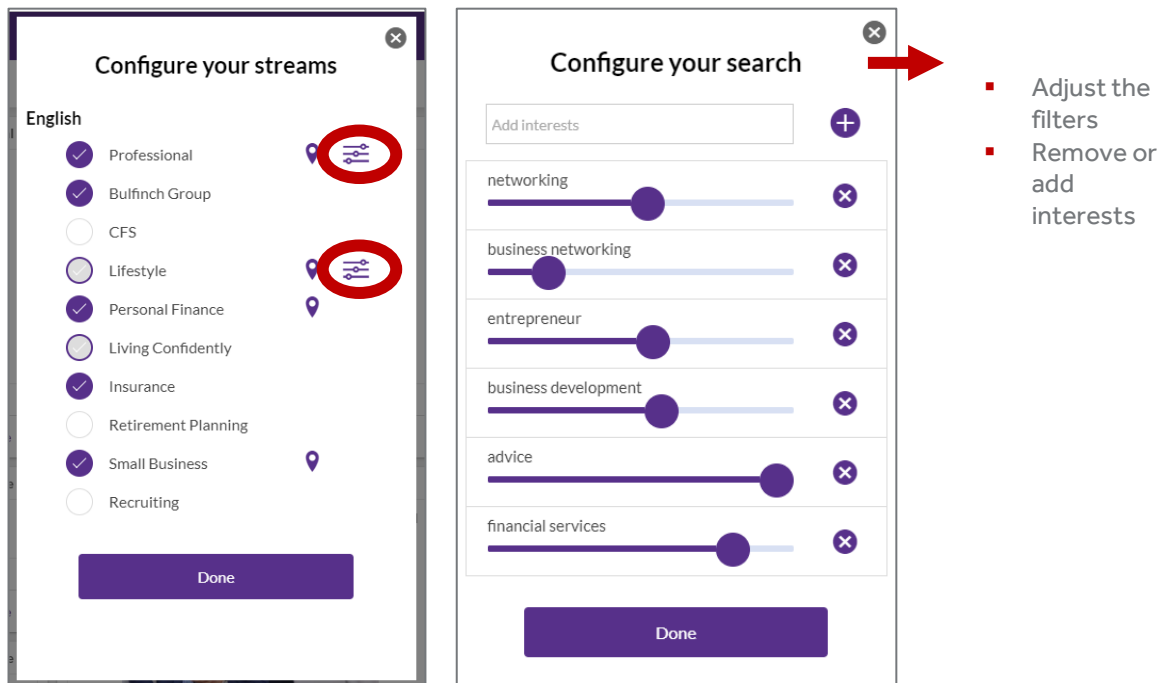


- a. When you log into your Grapevine6 account for the first time, G6 will analyze the content you have shared or engaged with and will build a customized interest graph for you.
- b. The Interest Graph: this tool allows you to customize your G6 Homepage to fill with articles that are relevant to you and your market.

3. To customize your Interest Graph, click on the Filter icon at the top right of your G6 page



4. Adjust the filters for your Professional & Lifestyle Interest Graphs

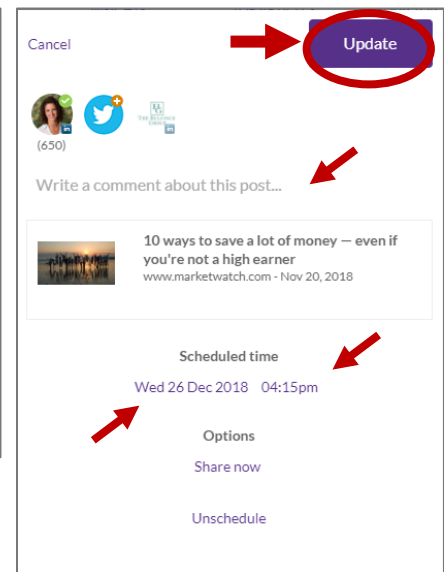
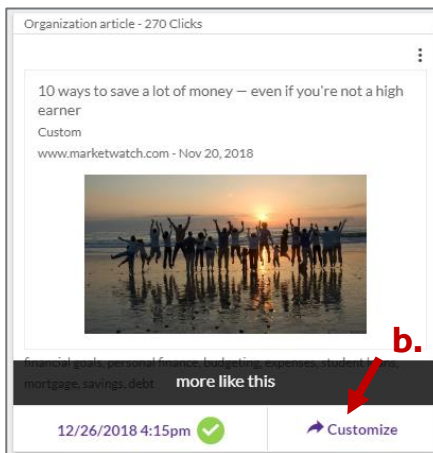
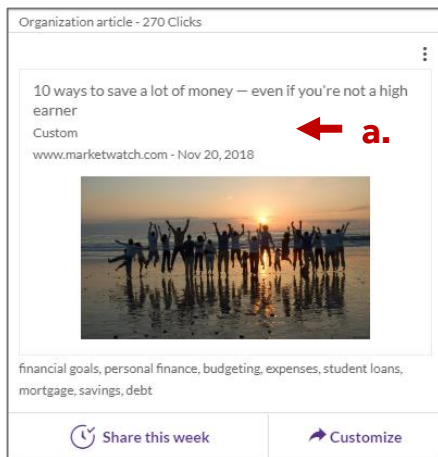


### Tips for customizing your Interest Graph:

- Remove terms like tax, wealth, advice, income, securities, and insurance
- Add more relevant terms specific to the products/services your offer such as: life insurance, disability insurance, personal finance, wills, trusts, college funding, & student loans
- Add terms that match your target markets such as: business owners, female executives, physicians, young families, millennials, and attorneys

5. You're now ready to start browsing your content Stream! Once you find an article you want to share:

- a. Read it
- b. Customize it
  - Add a comment (*increases post engagement*)
  - Schedule your post



6. Download the Grapevine6 App from either the Google Play Store or the Apple App Store. You can find it by searching for "G6 – Social Selling Content"

