

**SOCIAL MEDIA** is a collection of online sites including blogs, message boards, forums, podcasts, video and photo sharing sites, microblogs, communities and more.

# SOCIAL MEDIA GUIDELINES

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# INTRODUCTION

Communicating through social media is a popular activity on the web today. To help you navigate this space, we have put together some guiding principles and quick reference pieces to help you if you are using social media in your Amway business.

## **WHAT IS SOCIAL MEDIA?**

Social media or SM is a collection of online sites including blogs, message boards, forums, podcasts, video and photo sharing sites, microblogs, communities, and more.

## **GUIDING PRINCIPLES**

Online communications are convenient and save time, and using the web to talk to prospects and customers is smart business. The number one thing to remember when using social media is that it doesn't replace valuable face-to-face relationship building. Personal meetings and phone calls – live, one-on-one interactions – remain an invaluable part of the business and any relationship.



# GUIDING PRINCIPLES

Here are some principles that can help guide successful online interactions. In fact, Amway abides by these same principles in its corporate social media efforts.



## 1

### **BE TRUTHFUL, ACCURATE AND NOT MISLEADING AT ALL TIMES**

What is said online generally stays there, and can spread quickly and widely. Misleading information or inaccurate claims could jeopardize the Amway reputation as a whole and can make building the business difficult for you. If you plan to talk about your business, be open about the fact that it is an Amway business so that your audience understands your relationship with Amway.

## 2

### **BE RESPECTFUL**

Always remember that others online are free to speak the truth as they have experienced it. The best way to change a person's perception is through positive actions, not words. Show them Amway IBOs are professionals who have a genuine interest in the nutrition, beauty, and home product categories. When you resort to emotional or negative responses, you reduce your credibility.

## 3

### BE INTENTIONAL

Know the primary purpose of the social media sites to best help you communicate with others. Social media is a living, breathing environment that requires attention. Keep it simple so you can maintain a reasonable amount of interaction and most importantly, leave time to work and grow your business!

## 4

### BE CREDIBLE

If you want to become a trusted source of information on a topic, share your personal comments and stories and offer accurate advice. This helps you establish your credibility and earn your readers' trust.

The Federal Trade Commission (FTC) has published its “Guidelines Concerning the Use of Endorsements and Testimonials in Advertising.” The guidelines address the use of social media when promoting products and services. Specifically, when using social media, you may be required to disclose that you are being paid or given free merchandise by a company or if you otherwise have a financial interest in the sale of any product or service that you are commenting favorably about. Also check the IBO Rules of Conduct and the Quality Assurance Standards about the type of information that may be shared and requirements about whether that information must have Amway approval before posting.



## 5

### BE RELEVANT

People don't appreciate being bombarded with "join my business" and "buy from me" posts. Keep posts relevant to the conversation to maintain a balanced mix of business and personal content in your messaging efforts. Social media is oftentimes where your friends will talk about issues they may be having (health, beauty, home, etc.), which are excellent opportunities for you to promote your business, but be sure to be tactical in your communication.

## 6

### **AVOID SPAM**

Not only is it in poor taste to provide a link to your Personal Retail Website (PRW) on a public discussion board, forum, or other public places on the web, but it is also against the IBO Rules of Conduct. It could also be a violation of the website terms and conditions. People don't appreciate others using public forums for self-promotion, so keep your soliciting to private environments.



# HOW CAN I USE SOCIAL MEDIA IN MY AMWAY BUSINESS?

Social media is a great way to stay in touch with your customers and IBOs. However, there are certain guidelines you should consider whenever you post content to one of your business-related social media sites. The guidelines here will help you decide what to post to your social media sites and how to ensure those posts comply with the IBO Rules of Conduct and the Quality Assurance Standards.

## **FOLLOW THE RULES**

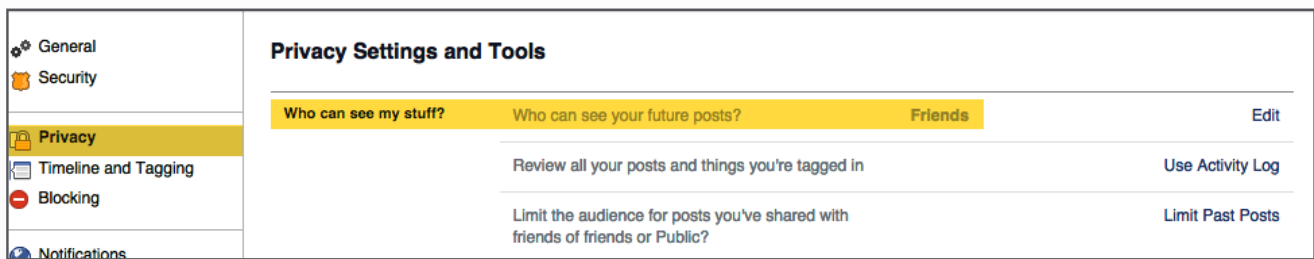
It is important to follow the IBO Rules of Conduct and the Quality Assurance Standards when promoting your business and the Amway products you sell. This includes any promoting you do on social media sites or elsewhere on the Internet. Any content you post to a social media site used to promote your Amway business, even posts that are personal in nature, should comply with the IBO Rules of Conduct and the Quality Assurance Standards, which you can find on [www.amway.com](http://www.amway.com).

## **HOW COPYRIGHT AND TRADEMARK RULES APPLY TO SOCIAL MEDIA**

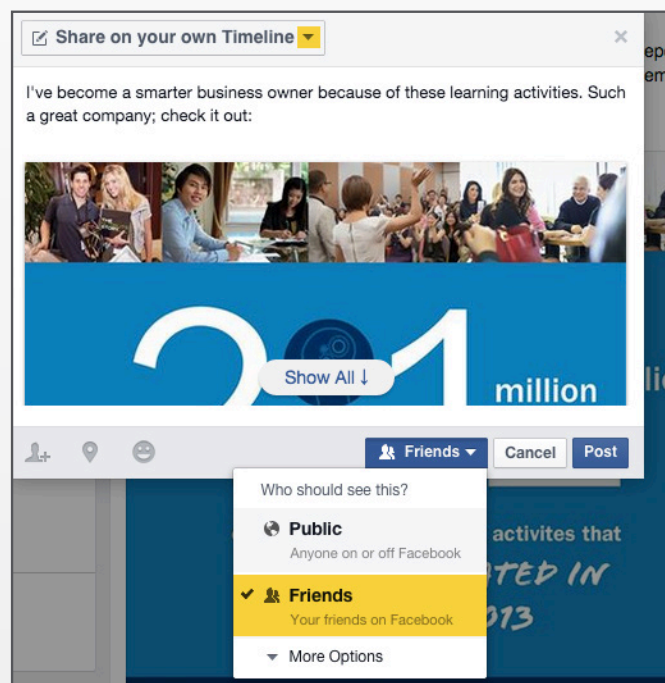
When using social media, prior to posting someone else's copyrighted materials (i.e. photographs, videos, music) or trademarks, you must obtain written permission from the owner of those materials. You should assume that permission is required for any content you find on the Internet.

# OPEN VS. CLOSED ENVIRONMENTS

An open environment allows anyone, including people you have not specifically invited or with whom you do not have an existing relationship, to see your information. A closed environment means only those people whom you have specifically invited can see your information. It is important to find out how to control the settings in any social media site you are using to make sure you are not sharing information in an unauthorized environment.



First, find out how to change your profile and post privacy settings.



On Facebook, you can change the privacy setting each time you post.

# OPEN VS. CLOSED ENVIRONMENTS

On Twitter and Instagram, you must make changes to your entire profile.

The screenshot shows the Twitter account settings page. On the left is a navigation menu with options: Security and privacy (highlighted), Password, Cards and shipping, Order history, Mobile, Email notifications, Web notifications, Muted accounts, Blocked accounts, Design, Apps, and Widgets. Below the menu is copyright and help information. The main content area shows two sections: 'Send login verification requests' with two radio button options (selected: +13179978261, unselected: the Twitter app), and 'Password reset' with an unchecked checkbox for 'Require personal information to reset my password'. Below this is the 'Privacy' section with 'Photo tagging' options (selected: Allow anyone to tag me in photos, unselected: Only allow people I follow to tag me in photos, unselected: Do not allow anyone to tag me in photos) and 'Tweet privacy' with a checked checkbox for 'Protect my Tweets'. A yellow highlight is placed over the 'Protect my Tweets' option and its description.

Twitter

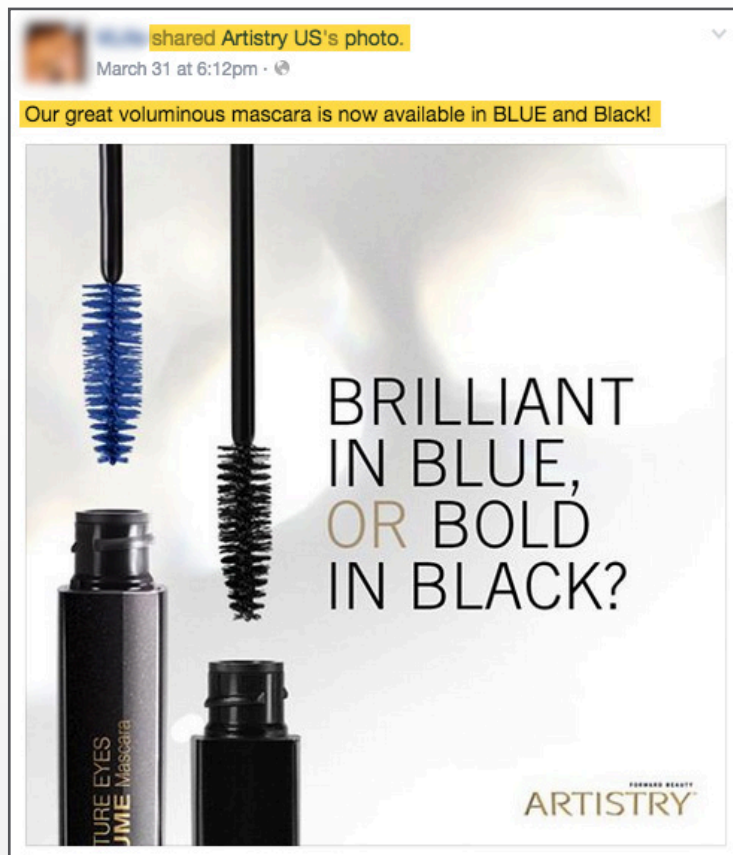
The screenshot shows the Instagram 'OPTIONS' menu. At the top is a blue header with a back arrow and the word 'OPTIONS'. Below is a section titled 'ACCOUNT' with three menu items: 'Edit profile', 'Change Password', and 'Posts You've Liked'. At the bottom is the 'Private Account' toggle, which is currently turned on (green). Below the toggle is a yellow box containing text: 'When your account is private, only people you approve can see your photos and videos. Your existing followers won't be affected.'

Instagram

# SELLING PRODUCT

## OPEN ENVIRONMENT

You may share approved content on your social media sites such as posts from or links to Amway, Artistry and Nutrilite social media sites and webpages, but you may not include contact information or calls to action (i.e. “Ask me for more info,” “Let me know if you’re interested,” etc.). Your Personal Retail Website (PRW) can be listed in your personal profile section but not along with a post in the open environment.

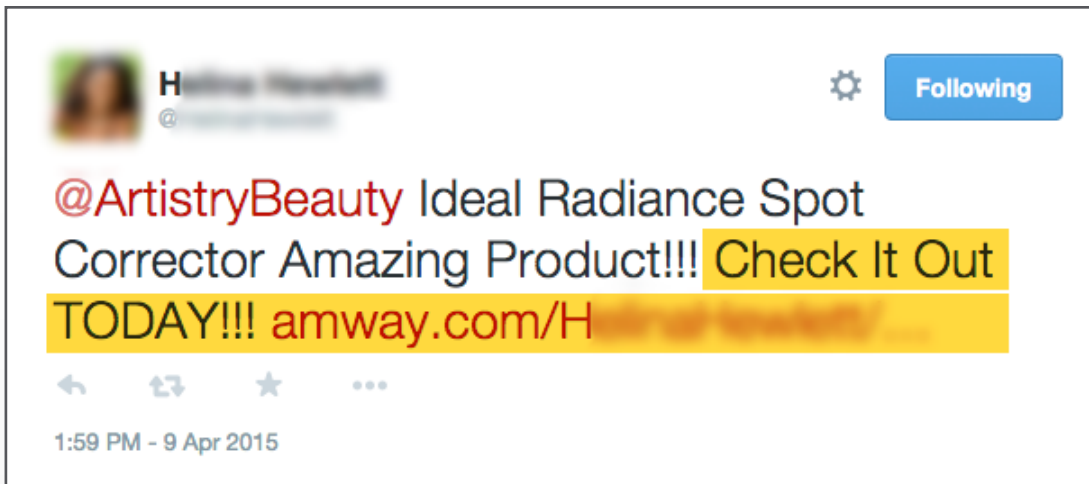


Facebook

# SELLING PRODUCT

## CLOSED ENVIRONMENT

Within a closed environment, you are able to more freely talk about the products you offer, and include links to purchase on your PRW. In addition, you can include contact information for those that may be interested in learning more about a certain product.



Twitter



# RECRUITING

## OPEN ENVIRONMENT

When posting in an open environment, be aware that anything you say regarding your business may be considered solicitation. General posts about the benefits of being a business owner are allowed, but may not include a call to action.



Facebook

# RECRUITING

## CLOSED ENVIRONMENT

Your private friends list can be a great resource for your online recruiting efforts. When telling your friends about your Amway business in a closed environment, you are given the flexibility to provide more information.

shared Amway US's photo — with and 2 others.

March 29 at 11:46am ·

Building your business? Don't do it alone. Amway provided its Independent Business Owners (IBOs) with opportunities and support to help them achieve success on their own terms. Come and Learn Amway Business and be an AMWAY BUSINESS OWNER, we will be glad and happy to show HOW?

Amway- Business Preview  
Every Friday 5:30PM at City

2.1 million  
company-provided learning activities that  
IBOs PARTICIPATED IN  
DURING 2013

Amway™

Amway US

Building your business? Don't do it alone. Amway provided its Independent Business Owners (IBOs) with opportunities and support to help them achieve success on their own terms.  
Discovering more fascinating facts here: <http://oak.cbx.ly/r/2p7m1>.

Like · Comment · Share

Facebook

# FAQ

## **WHAT DO “OPEN” AND “CLOSED” ENVIRONMENTS MEAN IN REFERENCE TO SOCIAL MEDIA SITES?**

- In an open environment, what you can share is more limited than what you can share in a closed environment. Anyone in the general public can see your posts. Adjust your privacy settings to create a closed environment so you can control who sees your information and share more information (only friends and/or followers can see your posts).

## **CAN I USE AMWAY OR OTHER BRAND NAMES IN THE TITLE OF OR AS MY USERNAME FOR MY SOCIAL MEDIA SITE?**

- Amway does not allow the use of its trademarks or trade names (i.e. Amway™, Nutrilite®, XS®) as page titles or as usernames. In addition, using Amway logos, including the Nutrilite, Artistry®, eSpring® or any other Amway product logos on your social media sites is not allowed without prior permission from Amway.

## **CAN I ADD MUSIC TO A VIDEO THAT I CREATED TO PROMOTE MY AMWAY BUSINESS?**

- You cannot add music to a video unless you first obtain a license from the owner of the copyright to that music that allows you to use the music in the video. Also keep in mind that videos you intend to use in connection with your Amway business are considered Business Support Materials (BSM), and must be submitted to Amway for review and approval at [wwbsm@amway.com](mailto:wwbsm@amway.com) prior to publish and use.

# FAQ

## **I RECORDED AN AMWAY EVENT WHERE MUSIC WAS PLAYED. IS IT OKAY TO USE THAT VIDEO TO PROMOTE THE AMWAY BUSINESS ON MY SOCIAL MEDIA SITE?**

- No. Before you can post the video to your social media site, you must remove the music or obtain a license from the owner of the copyright to the music that allows you to post the video (the license that Amway obtained that permits the playing of the music at the event may not cover your video, which is why Amway prohibits recording of Amway events). Remember you must obtain permission from Amway to record an Amway event and to use the video to promote your business.

## **CAN I REPOST THINGS THAT OFFICIAL AMWAY PAGES SHARE?**

- You can share links to official Amway pages, but you should not copy images and videos and repost them on your social media site.

## **WHAT CAN I POST ON SOCIAL MEDIA SITES IN AN OPEN ENVIRONMENT TO PROMOTE MY AMWAY BUSINESS?**

- Only general product and business information can be shared in an open environment. There cannot be any call to action.

## **WHAT CAN I POST ON SOCIAL MEDIA SITES IN A CLOSED ENVIRONMENT TO PROMOTE MY AMWAY BUSINESS?**

- Specific product and business information as well as invites to meetings or events can be posted in your closed environment. All product descriptions and claims must be those found in Amway authorized literature. Invites to purchase products or links to your PRW in posts can also be used.

## **CAN I CREATE AN OPEN FACEBOOK PROFILE OR PAGE TO PROMOTE THE BUSINESS?**

- No, if you wish to promote your Amway business on Facebook it must be in a closed environment.

# FAQ

## **CAN I TALK ABOUT MY AMWAY BUSINESS IN MY BLOG?**

- You can maintain a blog where, among other personal discussions, you make occasional comments about your personal experience in the business or use of a product. The comment must be relevant to the conversation and the overall blog must not become a solicitation for the business, use copyright images, discuss the IBO Compensation Plan, or make income or medical claims, etc. The same applies if you are going to blog as an expert or authority, or are skilled in a specific area such as health, fitness, business trends, etc. In the event someone responds to a post and is interested in purchasing a product or learning about the opportunity you can take the conversation to a one-to-one email, phone call, etc.

## **CAN I CREATE A VIDEO TO PROMOTE MY BUSINESS, AND POST IT ON MY YOUTUBE CHANNEL?**

- Yes, as long as you have the necessary permissions to use any content in the video that you did not personally create, and Amway approves the video before you post it. Videos created to promote or support your Amway business are BSM that must comply with the Quality Assurance Standards, and the Rules of Conduct require you to submit all BSM to Amway for review and approval prior to use. If you have a video you would like to get approved, send it to [wwbsm@amway.com](mailto:wwbsm@amway.com).

## **CAN I USE HASHTAGS IN AN OPEN ENVIRONMENT ON MY OWN PICTURES OF PRODUCTS?**

- A hashtag can be used as long as it is accurate of the product and does not solicit or contain copyrighted material or trademarks.

## **I WOULD LIKE TO PROMOTE AMWAY PRODUCTS ON MY SOCIAL MEDIA SITE. WHAT ARE THE RULES OF CONDUCT THAT ARE RELEVANT TO WHAT I CAN SHOW OR SAY?**

- The IBO Rules of Conduct that relate to your use of social media are set forth here, and a full list of the rules can be found on [www.amway.com](http://www.amway.com).



# AMWAY RULES FOR SOCIAL MEDIA

## **HERE ARE SOME OF THE AMWAY RULES THAT AFFECT THE USE OF SOCIAL MEDIA:**

**4.2. Cross-Group Buying or Selling:** No IBO shall engage in cross-group buying or selling. Cross-group buying and selling occurs when an IBO sells products and services offered through or by Amway to another IBO he or she did not personally sponsor, except (a) as may be permitted under a servicing agreement pursuant to Rule 5.5.4 or (b) when an IBO purchases from or through his or her upline Platinum products and services offered through or by Amway.

**4.3. Unsolicited Electronic Messages:** No IBO shall send, transmit, or otherwise communicate any unsolicited electronic messages relating to Amway, its business opportunity, products or services to persons with whom the IBO does not have a pre-existing personal or business relationship. (This includes, but is not limited to, sending messages through newsgroups, purchased mailing lists, “safe lists,” or other lists of individuals or entities with whom or which the IBO does not have a pre-existing relationship.)

**4.4. Advertising:** IBOs may advertise only with the express approval of Amway in writing.

# AMWAY RULES FOR SOCIAL MEDIA

**4.6. Statements About Products, Services, and the Opportunity:** An IBO shall make only truthful and accurate statements about the business opportunity, products and services offered through or by Amway. IBOs shall not make any claims about products or services offered through or by Amway other than those claims found in Amway authorized literature and at [www.amway.com](http://www.amway.com).

**4.14. Compliance with Applicable Laws, Regulations, and Codes:**

IBOs shall comply with all laws, regulations, and codes that apply to the operation of their IB wherever said business may be conducted. IBOs shall not directly or indirectly encourage, or aid and abet any person to violate any laws, regulations, codes, or term of the IBO Contract. No IBO may operate any illegal or unlawful business enterprise, or engage or participate in any deceptive, illegal or unlawful trade practices.

**7. Business Support Materials:** Business Support Materials (BSM) as used in these Rules means all products and services (including but not limited to business aids, books, magazines, flip charts, and other printed material, online literature, internet websites, advertising, audio, video or digital media, rallies, meetings, and educational seminars, and other types of materials and services) that are (i) designed to solicit and/or educate Prospects, Customers, or prospective Customers of Amway products or services, or to support, train, motivate, and/or educate IBOs, or (ii) incorporate or use one or more of the Marks or Copyrighted Works of Amway, or (iii) are otherwise offered with an explicit or implied sense of affiliation, connection, or association with Amway. Unless otherwise specified in writing, IBOs acknowledge that nothing in this Rule, or in any other Rule, shall be construed or interpreted as a license or other permission to incorporate any LOS Information into any BSM.

**7.1.9.** IBOs selling, promoting, or distributing BSM apart from Rule 7.2 must obtain appropriate written authorization from Amway in accordance with Rule 8 in order to Use any Marks or otherwise use any copyrighted material or other intellectual property of Amway in connection with such BSM.

# AMWAY RULES FOR SOCIAL MEDIA

**7.1.10.** IBOs selling, promoting, or distributing BSM must not infringe the copyrights or intellectual property rights of Approved Providers, other IBOs or third-parties.

**8.1. Use of Marks and Copyrighted Works:** An IBO may Use Amway Marks and Copyrighted Works only with prior written permission from Amway, which may be expressed through general publication (to all IBOs) or through a specific writing to one or more IBOs. Without limitation, Amway may require conformity with specifications, may require that materials that Use Amway Marks and/or Copyrighted Works be sourced from Amway or an Amway-approved supplier, and may otherwise condition Use of its Marks and Copyrighted Works. Any permission granted by Amway shall constitute a limited, non-exclusive, nontransferable and revocable license to Use such Marks and Copyrighted Works solely in connection with the Amway business in the Region. Subject to conditions and specifications published or specifically provided in writing from time to time, the Marks and Copyrighted Works may be Used only on: (a) exterior and interior office signs; (b) all forms of vehicle signs; (c) telephone listings; (d) promotional literature; (e) stationary; (f) premiums; and (g) business cards. Other proposed Uses will be considered upon request. Without limitation, Amway will not authorize an IBO to use the Mark on imprinted checks.





## **WHERE TO GO WHEN YOU AREN'T SURE**

If you have questions regarding the use of social media you can contact Business Conduct and Rules at [bcr@amway.com](mailto:bcr@amway.com) or at 616-787-6712. For reviews of Business Support Materials, send your content to [wwbsm@amway.com](mailto:wwbsm@amway.com).

