



Top 10 Social Media FAQs

1. What is the difference between an open and closed environment?

Open

Anyone on that platform could see what you post, either in their feed or by following hashtags, etc. It includes: your own posts on your own channels, timelines or feeds, your comments on your own public posts, your comments on other's public posts and your comments and posts in closed group that you are not the owner of.

Closed

Your page is restricted to people you've invited, those who have "opted in" to view your content (your friends and followers). It includes: your posts and comments in your own closed environments (your private social pages, closed groups and invite only online events) and private messages or direct messages between you and another person or group.

2. What am I allowed to share in an open and closed environment?

In a closed environment you can include calls to action (CTA), your PRW and sell products. In an open environment, you can talk about products, but not sell them. You may not include CTAs or your PRW. You can add a link to your PRW in your bio section on open and closed pages. When talking about products, remember to include proper disclosures so your audience knows you're an Amway IBO.

3. Can we promote Amway cleaning or health products as a way to prevent or cure Coronavirus?

No. Amway products may not be advertised, marketed or otherwise represented as a means to treat, cure or prevent Coronavirus or the spread of Coronavirus. These claims are prohibited by Amway. You may not associate Amway products or your independent business with COVID-19 (Coronavirus).

4. Where can I find approved Amway content to use on my social page?

We have a lot of authorized content that is ready for IBOs to share! You can find content on our official Amway, Artistry and Nutrilite brand channels on Facebook, Instagram, Twitter and YouTube. You may also use content from the Amway Resource Center.

5. Can I use music in my social content?

Only Amway Signature Tracks in the Resource Center may be used in social or other IBO content. Some apps have music features built in, such as Instagram music stickers. But even though they're available, does not necessarily mean IBOs have all the rights necessary to use them.

6. Can I share videos?

Yes, you can share your own videos. IBOs are required to submit videos they create to Amway for review prior to posting. Turnaround time can vary.

7. Can I broadcast a live video?

Yes. Live videos need to comply with Amway Rules of Conduct, Social Media Guidelines and Quality Assurance Standards. Any content saved for future use requires submittal to Amway for review.

8. Can customers post testimonials on their page and tag me? Do I need Amway's approval before sharing a customer video testimonial on my page?

We love when customers want to share our products on social! You can be tagged as long as you did not specifically request the testimonial and did not offer free product or payment for the post. A customer can post their video on their page, but an IBO must get approval from Amway before sharing it.

9. How do I take a public conversation to a private message?

Once you've identified a need and established a relationship with a person, you can move onto talking about the product features and shift to a closed environment. In a private message, you can share product benefits, pricing and how to buy – and close the sale.

10. Do I need to disclose I'm an Amway IBO in social posts?

When talking about Amway products, IBOs must clearly disclose their material connection to Amway.

Resources

- Social Media Guidelines
- Rules of Conduct
- Quality Assurance Standards

