

# Build your Business with Social Media

Social distancing is changing the world as we know it, and as more of our interactions and relationships rely on digital connections, now is the time to get more active on social media!

## Know the Basics

- A **closed environment** means that only the people you specifically invited can see your content. Closed, or private, accounts are restricted to people you've invited – those who have “opted in.”
- An **open environment** allows anyone, including people you have not specifically invited, to see your content. It means anyone can see what you post, either in their feed or by searching for things like topics, key words or hashtags. Because of this, there are certain limitations on what you're able to post.

Learn more and get all the details by reading the [Social Media Guidelines](#), [Rules of Conduct](#) and [Quality Assurance Standards](#).

For existing IBOs ONLY. Not for use with prospects.



**Amway**

## READY, SET, GROW – REAL EXAMPLES TO HELP YOU

### IN AN OPEN ENVIRONMENT



A social media post from a user named 'username' showing two people sitting on a bench outdoors. The person in the foreground is holding a can of XS Energy Drink. The post has 38 likes and includes the text: 'From working out to working from home, I rely on tasty XS Energy Drinks to keep me going. Yum! #xsnation #livexs #fitness #amwayibo'. There are 3 comments and it was posted 1 day ago.

**username** ...



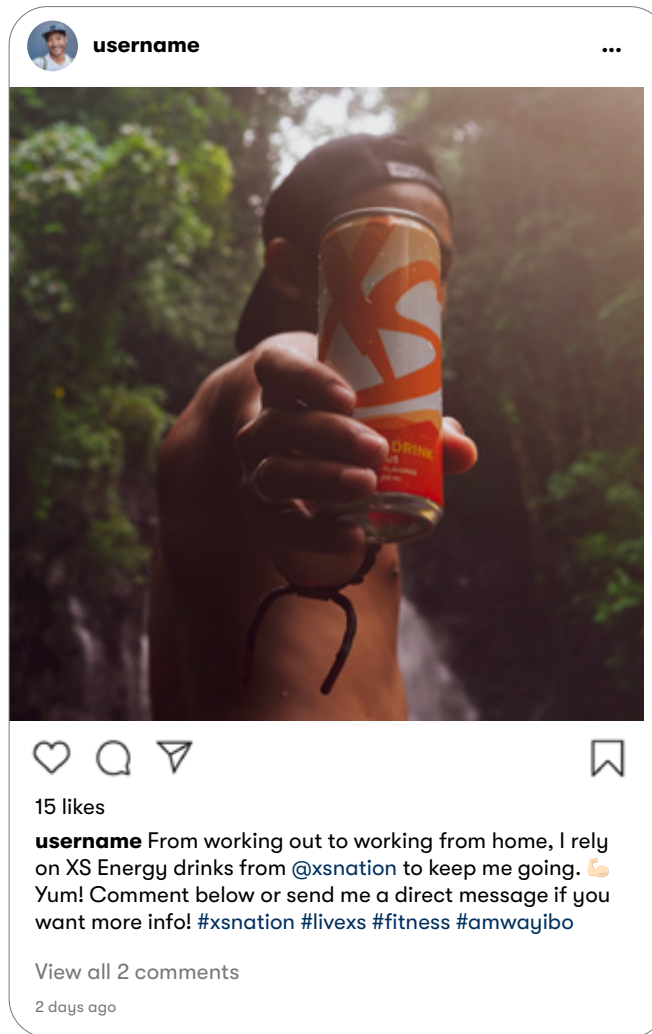
38 likes

**username** From working out to working from home, I rely on tasty XS Energy Drinks to keep me going. Yum!  
#xsnation #livexs #fitness #amwayibo

View all 3 comments


1 day ago

### IN A CLOSED ENVIRONMENT



A social media post from a user named 'username' showing a close-up of a hand holding a can of XS Energy Drink. The background is a blurred outdoor setting. The post has 15 likes and includes the text: 'From working out to working from home, I rely on XS Energy drinks from @xsnation to keep me going. Yum! Comment below or send me a direct message if you want more info! #xsnation #livexs #fitness #amwayibo'. There are 2 comments and it was posted 2 days ago.

**username** ...



15 likes

**username** From working out to working from home, I rely on XS Energy drinks from @xsnation to keep me going. Yum! Comment below or send me a direct message if you want more info! #xsnation #livexs #fitness #amwayibo

View all 2 comments

2 days ago

Note: In an open environment, you can create your own post or share one from Amway social media pages. However, you can't include a call to action on your post.

Note: In a closed environment, you can post Amway content or your own, and you can include calls to action on your post to increase engagement.

## READY, SET, GROW – REAL EXAMPLES TO HELP YOU

### IN AN OPEN ENVIRONMENT

 **username** ...  
April 5 at 11:04 PM 🌐

Artistry masks are perfect for a girls' night in! Can't wait for this weekend! 😍 #businessowner




  31 6 Comments 2 Shares

 Like  Comment  Share 


Note: In an open environment, you can post authentic messages in your own voice and words. However, you cannot include links to your Personal Retail Website (PRW) in your post.



### IN A CLOSED ENVIRONMENT





 **username** ...  
April 5 at 11:04 PM 🌐

When life is busy, sometimes you just have to multi-mask and multi-task to get it all done. I feel good knowing that these masks work as hard as I do... my skin feels amazing after just 7 minutes! ✨ #businessowner

Try them yourself! Visit my personal website here to place an order: [amway.com/janedoe](https://amway.com/janedoe)




  15 2 Comments 1 Shares

 Like  Comment  Share 


Note: In a closed environment, you can create posts with calls to action encouraging your followers to interact with you, and you can include links to your Personal Retail Website (PRW).


## READY, SET, GROW – REAL EXAMPLES TO HELP YOU



### IN AN OPEN ENVIRONMENT





 **username** ...  
April 5 at 11:04 PM 🌐

Nutriline Immunity Pack is my favorite companion on-the-go!  
What's yours? #independentbusinessowner

 **nutriliteus**  
April 5 at 11:04 PM




  12 3 Comments 3 Shares


 Like  Comment  Share 



Note: In an open environment, you can re-share posts from Amway social media accounts and add your own thoughts. Be sure to only use approved claims, which you can find on Amway.com product pages.





### IN A CLOSED ENVIRONMENT

 **username** ...  
April 5 at 11:04 PM 🌐

Who else feels clueless about vitamins and supplements? 🤔  
I used to get overwhelmed with the choices – I never knew what I was supposed to take! Then I found the Nutriline Men's Pack. It has everything I need in one pack... so convenient and simple. Click the link below to purchase from me today! [amway.com/johndoe](https://amway.com/johndoe)  
#independentbusinessowner



  19 1 Comments 0 Shares

 Like  Comment  Share 

Note: In a closed environment, you can take your own photos and share them with your followers. When sharing the benefits of a product, be sure to only use approved claims from Amway.com product pages.

## READY, SET, GROW – REAL EXAMPLES TO HELP YOU

### IN AN OPEN ENVIRONMENT

**username** April 5 at 11:04 PM

The new Artistry Studio Tokyo Edition Correct & Perfect Face Compact gives you a fresh, flawless base and tackles:

- ✓ Redness
- ✓ Yellow tones
- ✓ Purple pigmentation

#amwayibo

**amwayus** April 5 at 11:04 PM

18 likes 6 Comments 3 Shares

Like Comment Share

Note: In an open environment, you can share demo videos from Amway social media channels to help build credibility with your customers.

### IN A CLOSED ENVIRONMENT

**username** 2 days ago

22 likes

**username** Date night look! I'm loving the Kabuki Pop Eye & Lip Beauty Box from Artistry Studio. There are so many pretty colors in this palette, I can't pick a favorite! Click the link in my bio to buy yours today. ❤️ #artistrystudiotokyo #datenight #iamapassionista #amwayibo

View all 2 comments

Note: In a closed environment, you can generate product sales with calls to action. Remember not to spam your followers with too many posts – it's the fastest way to lose your audience.