

# Social Media Guidelines for Amway IBOs of Australia & New Zealand

Version 2 / February 2012



Today, Facebook has more than **10 MILLION** Australian users and people aged over 35 are the fastest growing demographic.

## What is social media?

Social Media is an umbrella term that describes websites and online tools that people use to connect and share content, experiences, opinions and media. It enables conversations and interactions with people online. Examples are Facebook, Twitter, blogs and LinkedIn.

For Amway, Social Media is a great opportunity for us to support the building of an Amway business. We need to be transparent, authentic and honest. By doing this, we can improve our reputation and help people to live better lives.



# How can social media help my business?

Social media can help you get and stay connected, share experiences and help grow your business.

## 1 get and stay connected

The building of your Amway business is supported by building successful relationships with downline, upline, customers and prospective customers.

Social media can help build even stronger relationships with your team, customers and your potential customers. You can stay connected from anywhere in the world. On a platform like Twitter, you can meet people who share the same interests as you. Social media is an addition, not a replacement, to other forms of contact e.g. face-to-face meetings.

## 2 share experiences

Social media can let you share experiences with your friends and the world.

On Facebook, why not post pictures of your recent Achievers visit? Or of a fantastic experience you enjoyed with Amway.

**On a blog, why not talk about great Amway products?**

## 3 help grow your business

Social media can help you support an international business by:

- Using features like Facebook Groups to invite your downline for confidential discussions.
- Letting people who have opted in as your friend know about special offers and promotions. (Tip: Be sure to inform, but not ask for a sale unless the “asking” is taken into private messaging mode.)

## Getting started

The five big types of social media are:



**Facebook:** An easy to use personal social media site. It's a great way to stay connected with those downline from you. Connect with us at <http://facebook.com/amway.australia.newzealand>. Don't forget to set your privacy guidelines and become a friend of our Amway page.



**YouTube:** A video sharing website where you can view and share personal videos. Only videos authorised by Amway should be uploaded. Check out our own account at <http://youtube.com/amwayaustralia>



**Twitter:** Enables you to send and read messages known as tweets. Twitter is like sending a text message globally. It can be a great support for your business as you can refer people quickly to what is happening in your team, updates, launches and events. Visit [www.twitter.com](http://twitter.com/amwayausnz) to sign up and send us a tweet at <http://twitter.com/amwayausnz>.



**Blogs:** Enables you to write a message and share your experiences. A typical blog can be great for your business as it can combine text, images and links to other sites to promote a subject. View our dedicated blogs: [www.aspiretoday.com](http://www.aspiretoday.com) and [www.amwayachievers.com](http://www.amwayachievers.com).



**Foursquare:** Is a location-based social networking app for your mobile. It is primarily for letting your friends know where you are. You can collect points, prize “badges,” and coupons from checking-in to various locations. Be sure to “Check-in” when you visit our Sydney or Brisbane Business Centres for some great deals!

Social media is a great way to stay in touch with my team. I use Facebook to stay connected with what they are doing.

– Jerry

I posted pictures of Tokyo on Facebook and all my friends wanted to know how I got there!

– Lisa

Social media helps me stay in touch with my international business.

– Matthew

## Top Tips for New Social Media users

1. Be transparent, authentic and honest. Be truthful and accurate at all times. Self-disclose your affiliation with Amway if you intend to discuss the business on your page. It protects you and the Amway Business.
2. Offer participation and feedback. The conversation should take place much like it would in person. When approaching others or entering the conversation, make it about them first
3. Create a Social Media profile that best fits your business. If you're not comfortable with social networking yet, make your profile entirely personal. As you learn and watch what others are doing, you can add a business component as long as it's transparent that you're an IBO and that you may be offering products or an opportunity
4. Join official fan pages of Amway Australia and Amway World Headquarters, groups and other social media, which can help and support your business. Visit [www.amway.com.au/socialmedia](http://www.amway.com.au/socialmedia) or [www.amway.co.nz/socialmedia](http://www.amway.co.nz/socialmedia)
5. Work with your upline
6. On Facebook, reject people you don't know. On Twitter and LinkedIn, focus on people you share something with – perhaps a passion, a volunteering effort or an industry group
7. Treat people with respect and courtesy
8. Communicate a positive message or experience in an interesting and truthful manner
9. Treat others like you would like to be treated
10. When in doubt refer questions or other users to Amway



foursquare

# IBO Guidelines



## What I Can Do

- ✓ Create an individual Social Media profile via Facebook and Twitter
- ✓ Use Social Media to communicate with those downline and upline as appropriate
- ✓ Share positive experiences about products and the Amway business
- ✓ Make new friends online
- ✓ Offer your support and interact positively with others
- ✓ Join official Amway brand fan pages
- ✓ Disclose your involvement with Amway from the very beginning
- ✓ Treat others like you would like to be treated
- ✓ Use commonsense. Remember what you say reflects upon your and Amway's reputation
- ✓ Refer questions or other users to the Amway website or call centre
- ✓ Let us know how we can improve Social Media channels and guidelines
- ✓ Do abide by the Rules of Conduct for Amway IBOs (known hereafter as the IBO Rules). Only some of the applicable rules are identified below. If in doubt, don't do it.
- ✓ Do start small and learn. Be aware of the IBO Rules and give it a go!



## What I Cannot Do

- ✗ Do not create pages, websites, accounts or other online avenues to sell products (IBO Rules Section 14)
- ✗ Do not prospect or 'cold' contact in regards to sponsorship. The same rules that apply to online prospecting apply to your efforts in establishing customers online. If someone contacts you online and expresses a desire to buy product or learn more about the business, contact them privately (IBO Rules 3.9.24)
- ✗ Do not spam or broadcast using social media (IBO Rules 3.9.28 & 14.2.1b)
- ✗ Do not create fake Amway or product brand identities. When it comes to naming your page, you are not allowed to use Amway trademarks or trade names. We suggest you use your full name. People who search for you online are more likely to remember and use your name than some clever name for your site (IBO Rules Section 8 & 3.9.1 & 14.2.1g)
- ✗ Do not use product logos, branding or misrepresent Amway in any way (IBO Rules Section 8)
- ✗ Do not use any material with our Ambassadors without authorisation (IBO Rules Section 8)
- ✗ Do not make claims about Amway products that are false, misleading or incorrect. Laws protect consumers and strong penalties apply for breaking the law. Check with Amway if you are unsure (IBO Rules 3.9.26, 3.9.1, 3.9.3 3.9.4, 3.9.5 & Section 7)
- ✗ Do not upload videos to YouTube that are not authorized by Amway, false, misleading or incorrect (IBO Rules Section 14 & 8.9 & 8.12)



## FAQs

### What is the aim of the Social Media Guidelines?

The aim is to help IBOs get the maximum benefit of social media, by being descriptive about the best behaviour, rather than proscriptive about what you shouldn't do. We will update the Guidelines as necessary to reflect the constantly evolving world of social media.

### Can I create privacy with Social Media?

Yes, privacy is a great idea. If you don't want something read by potentially millions of people, don't post it. And if it is purely for your team, password protect it. For Facebook, you don't have to accept someone as a friend. So if the site is purely for your team, don't accept people you don't know or want as a friend. You can also create a Facebook Group to have a conversation in private.

### How can I market products using Social Media?

You cannot use Social Media to directly promote market or advertise Amway products. This is prohibited. (IBO Rules Section 3.9.23, 3.24 & 3.28). Instead, you can talk about our great products. If someone contacts you to buy, then that's great!

### What about Social Media for personal use?

Of course you can. But if your personal use impacts upon your Amway business, we recommend you create an account purely for business or a dedicated private or closed group.

### Do I have to let users know who I am?

Yes, be honest and upfront. Don't alienate yourself in social media or misrepresent.

### Can I edit Amway video, footage and photography?

No Amway content, such as the Zac videos, can be modified. They can only be shared without modification.

### Can I use my own video, footage and photography?

Yes, as long as it complies with the IBO Guidelines. Your video, footage and photography from Amway events are allowed. Be honest and upfront about Amway and Amway products at all times.

### How does the Social Media Guidelines and the IBO Rules interact?

All IBOs must abide by the IBO Rules. The Guidelines have been designed to help IBOs use social media appropriately.

### Need further information?

Visit [amway.com.au/socialmedia](http://amway.com.au/socialmedia) or [amway.co.nz/socialmedia](http://amway.co.nz/socialmedia)

