‘Social Media’ describes the online tools that people use to share content, profiles, opinions, insights, experiences, perspectives and media itself, thus facilitating conversations and interaction online between groups of people. These tools include blogs, message boards, podcasts, videos, networks, communities, and wikis.

Amway recognises that more and more IBOs are using social media – FACEBOOK®, MXIT®, TWITTER®, YOUTUBE®, and more – to connect with others. In order to help IBOs get the most out of their social media efforts, while adhering to the Rules of Conduct, Amway has developed this Social Media Policy.

This policy does not change the current Rules of Conduct, but is intended to help IBOs to apply it to social media interactions. It is consistent with the existing rules that apply to one-on-one business practices.
Be transparent, authentic, and honest
Be truthful and accurate at all times. Those who mislead or make false claims are being dishonest at best and doing something illegal at worst, and could jeopardise their reputation and their Amway business. If you are open, honest and forthright, you are more likely to build a loyal following. Self-disclosure will help readers understand why you are online.

Be relevant and credible. Add value
Tell your story in an interesting and truthful manner. Think about the positive aspects you want to present to your family, friends; and those reading what you are writing. Make your messages and posts relevant to the people you are speaking to – write/speak about what will resonate with your audience. Add value to the conversation. If you wanted to project your expertise in, say, ARTISTRY® products, practice the soft sell, as in these fictitious posts:

‘The sun is the most intense from 10h00 to 15h00; so wear protective clothing. Summer skin care tip: Use an SPF 15 or higher lotion or sunscreen on exposed skin. Avoid winter sunburn by applying sunscreen for lengthy outdoor activities.’

Studies show that readers are turned off by hype and rhetoric. Compare the examples above with these fictitious posts:

‘The best beauty products on the planet are here! I have 30-, 60-, and 90-day supplies of NUTRILITE®. Looking for ARTISTRY products? Email me at …’

Demonstrate your value by sharing your knowledge. Offer simple, sound and accurate advice. By offering constructive advice, you can establish your credibility and earn your readers’ trust.
Using brand images and logos
Using AMWAY logos, including NUTRILITE, ARTISTRY, and eSPRING or any other Amway product logos or product images in your social media presence is not allowed without prior permission from the Amway Corporation. A photograph of yourself is recommended. Let people see you in a professional context and connect a face with your posts.

Naming your page
Amway will not allow the use of its trademarks or trade names in a social media environment. We suggest you use your full name. People are more likely to remember your name than some clever name you have created.

‘Ann Chang’s Beauty Emporium’ is an example of a permitted group name.

‘Ann Chang’s SATINIQUE® Emporium’ is an example of an unacceptable name due to the unapproved use of an Amway brand name.

Prospecting for the business opportunity
Prospecting (i.e. inviting your friends or followers to contact you about the business opportunity) would be permitted only if your privacy settings have been set to assure a closed social media environment. For example, if your privacy settings are set on Facebook to only allow friends you’ve accepted to see your posts (versus ‘friends of friends’ or ‘everyone’) you may invite them to contact you for more information about the Opportunity. However, once they have expressed an interested, you should contact them privately to give them more details about the business.

Prospecting for customers
The same Rules that apply to online prospecting for the business opportunity apply to your efforts in establishing customers online. Any prospecting for customers must be done in a closed environment to assure compliance with Amway’s advertising rules.

Business and product claims
Business and product claims must be accurate and substantiated. It is recommended that only business and product information authored by the Corporation be utilised.
Privacy settings
Social media sites allow you to manage your privacy settings to control who can see your photos, your profile, your updates and who can follow you. AMWAY recommends that you manage your privacy settings so only your friends and colleagues can view your updates.

Some sites, such as TWITTER, are more commonly used to share information in bite-sized chunks. When participating in these types of open forums, following the AMWAY Rules of Conduct or Commercial Principles related to public solicitation will help protect Amway’s reputation and yours. You may include your personal website address in your profile, but if you share Amway-related information, remember to use the Direct Message function if those posts lead to further inquiries about the sale of products or the business opportunity.

Cross-lining.
There may be instances in your social media experiences when you run into an IBO from a different Line of Sponsorship (LOS). If this occurs, we recommend you check with your upline for assistance. Don’t use social media to argue, engage in a long discussion, or message other IBOs directly regarding your LOS. Although you may be part of a different LOS, you both want to achieve success through your AMWAY business. You just may be taking individual paths to get there.

Videos
Any non-corporate produced videos must be reviewed and authorized by the Amway Corporation prior to being used in a Social Media environment.

Reputation, reputation, reputation!
Social media is good for the worldwide reputation of Amway – and yours. If you are following the best practice policies stated here, and not spamming or filling your social media posts with hard-selling messages, you are reminding the world that Amway I are everyday people with similar desires, concerns, and dreams – along with a great deal of knowledge and compassion to offer the world.
FACEBOOK® pages and groups
Amway IBOs are not allowed to create pages on FACEBOOK® in the name of Amway, or that of its products. Pages are for organisations, businesses, celebrities, and bands to broadcast great information in an official, public manner to people who choose to connect with them. Amway South Africa has an official page at www.facebook.com/amwaysa to which official corporate communication to the public is delivered in a social environment. According to FACEBOOK® terms of use, only the official representative of an organisation, business (Amway employees), celebrity, or musical band is permitted to create and manage a Page. IBOs who create pages using the Amway name will be suspended immediately until the page is removed to Amway’s satisfaction.

IBOs who choose to employ FACEBOOK® to connect with existing customers cannot do so on behalf of the Corporation. Amway IBOs are permitted, however, to create a group to which they can add members.

Groups provide a closed space for small groups of people to communicate about shared interests. Groups can be created by anyone.

- **Privacy**: In addition to an open setting, more privacy settings are available for groups. In secret and closed groups, posts are only visible to group members.
- **Audience**: Group members must be approved or added by other members. When a group reaches a certain size, some features are limited. The most useful groups tend to be the ones you create with small groups of people you know.
- **Communication**: In groups, members receive notifications by default when any member posts in the group. Group members can participate in chats, upload photos to shared albums, collaborate on group documents, and invite all members to group events.

As an IBO, you are allowed to maintain a private and closed Group to which your existing customers can join in order to keep up on the latest product updates from their upline. **The Group should be designed to simply share information with existing customers and not to solicit and prospect new ones.**
It is for this reason the Group should follow the below criteria:

- The Group must be a private Group made up of members you've accepted to join
- No copyrighted material use within the Group content (i.e. images, logos)
- No Corporate trademarks or similar names used in Group Title/name
- Group settings must be set so that content is only viewed by members
- Cannot be part of a network
- Cannot be promoted in ads, links, listings, streams, etc. on FB or other Social Media or websites.

Failure to meet the above criteria could place your business in violation of the below rules:

Independent business owners can not solicit participation in the Plan through computer communication networks including the Internet or any other means by which person-to-person contact by the sponsor with the prospect is not present.

Independent business owners may not use any broadcast communications (including the Internet) to secure members, clients, or to solicit the sale of products.

IBOs can advertise the business opportunity; however, it must be done on a local level. The Internet is considered to be a worldwide medium.

Prior permission must be obtained to use corporate trademarks, trade names and copyrighted materials.
Below are a few helpful links which to assist with more questions on groups.

Group basics:
http://www.facebook.com/help/?page=18831

Group features:
http://www.facebook.com/help/?page=18832

Admin basics:
http://www.facebook.com/help/?page=18829

Group’s privacy and abuse:
http://www.facebook.com/help/?page=982

FACEBOOK® has a Help page which provides answers to the questions which most users have. This page is great for troubleshooting and offers comprehensive answers to common questions.
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 the Amway business is supported by building successful relationships with downline and customers, and prospective customers.

Social media can help build even stronger relationships with your team, 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 wider world.

On FACEBOOK®, why not post pictures of your recent Achievers visit? Or a fantastic experience you enjoyed with Amway. On a blog, you could talk about talk about great Amway products.

3. Help grow your business…

Social media can help you support an international business by:

- Using features like FACEBOOK® Notes and Discussions to invite those downlines to live chats with you.
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- Letting people who are your FACEBOOK® friends 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 four big types of social media are:

FACEBOOK®: is an easy to use personal social media site. Great way to stay connected with those downline from you. Visit [http://www.facebook.com](http://www.facebook.com) and start an account. Don’t forget to set your privacy guidelines and become a fan of Amway South Africa at [http://www.facebook.com/amwaysa](http://www.facebook.com/amwaysa).

TWITTER®: enables you to send and read messages known as tweets. Twitter 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 [http://www.twitter.com](http://www.twitter.com) to create an account or send us a tweet at [http://www.twitter.com/AmwaySA](http://www.twitter.com/AmwaySA).

YOUTUBE®: is a video sharing website where you can view and share personal videos. Visit [http://www.youtube.com](http://www.youtube.com). **Only videos authorized by Amway should be uploaded.**

BLOGS: enables you to write a message and to 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.
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.
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 are an IBO and that you may be offering products or an opportunity.
4. 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.
5. Treat people with respect and courtesy.
6. Communicate a positive message or experience in an interesting and truthful manner.
7. Treat others like you would like to be treated.
8. When in doubt refer questions or other users to Amway.

WHAT I CAN DO

✓ Create an individual social media profile.
✓ Use social media to communicate with those downline 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 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 our Amway website [http://www.amway.co.za](http://www.amway.co.za) or call centre 021 405 1700.
✓ Let us know how we can improve social media channels and guidelines
✓ Do abide by the Rules of Conduct for Amway IBOs (see Amway Business Handbook) 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 (Amway Business Handbook Part 4: Policies and Procedure, Section 2 – pg 81).
- 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.
- Do not spam or broadcast using social media.
- Do not create fake Amway or product brand identities. When it comes to naming your pages or group, 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.
- Do not use product logos, branding or misinterpret Amway in any way.
- Do not use any material with our Ambassadors without authorisation
- 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.
- Do not upload videos to YouTube that are not authorized by Amway, false, misleading or incorrect