



# social media **DOs & DON'Ts**

## Compliance Dos & Don'ts for Social Media

As social media becomes increasingly popular, it is USANA's goal to help you utilize these valuable tools. The following are some guidelines on how to use social media in an effective, yet compliant manner. The reason these compliance guidelines are in place is not only for company protection, but to ensure we are following regulatory and advertising guidelines.

### Do...

- Participate in social media
- Be positive
- Have fun
- Identify yourself as a USANA Independent Associate
- Link to official USANA content
- Talk about living a healthy lifestyle
- Talk about helping others with their quality of life
- Talk about how USANA helped provide extra income (if applicable)
- Take care in how you present yourself and USANA Health Sciences on the web

### Don't...

- Use USANA or trademarked names in the name of your Facebook page, Twitter handle, Blog, etc.
- Make improper product or income claims
- Use social media to advertise your USANA business: you should not ask people to do things such as buy products, enroll, or contact you for more information about USANA

### For Gold Directors and above:

USANA's advertising policy allows you to use social media to advertise by asking individuals to contact you to buy product, learn more about the business, attend a meeting, etc. However, all such advertising materials must be approved by USANA's compliance department first.

Please consult the Social Media 101 and Social Media 201 video tutorials located on [USANAtoday.com](http://USANAtoday.com) for additional information about what is and what is not appropriate to do or say through social media. We want your social media efforts to be successful. Please contact the compliance department if you have further questions at 801-954-7100 (ask for compliance) or by e-mail at [compliance@usana.com](mailto:compliance@usana.com).

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