



## SOCIAL MEDIA POLICY **QUICK REFERENCE** GUIDE

### **SOCIAL MEDIA AND USANA**

USANA and social media are a perfect match. Our business has always been based on building relationships, offering solutions, and sharing personal experiences.

As personal communication continues to evolve, USANA will remain committed to supporting your active participation on social media, whether you use it simply for personal reasons or as part of your marketing efforts to strengthen and grow your USANA business.

This is why we are excited to update our social media policy to grant you more freedom, and we look forward to our Associates taking advantage of using social media under these new guidelines.

### **POLICY**

The immense opportunities presented by social media must be taken responsibly and are governed by the same set of guidelines that apply to all other forms of communication (both offline and online).

USANA policies are the same regardless of medium—social media platforms are simply another channel you can use to communicate your association with USANA. These guidelines have been put in place to protect USANA and Associates like you.

### **UPDATED USANA SOCIAL MEDIA POLICY (US 3.3.7)**

Associates may use social networking sites (Facebook, Twitter, Instagram, etc.) to:

1. Communicate involvement with USANA and other information about the company
2. Direct users to approved USANA web content, including an Associate's personal USANA webpage (PWP)
3. Post approved USANA education tools and other approved content
4. Participate in the following business-building activities: promote upcoming meetings or events, advertise products by linking to your USANA shopping cart or any other USANA-approved material, and encourage viewers to contact them for more information about the products or business

It is essential when promoting USANA on social media that USANA Associates abide by all policies relating to business and product claims. Please refer to sections 3.4.1, 3.4.2, and 5.1 for a reminder of these policies.

Associates must avoid posting anything profane, vulgar, libelous, threatening, etc., as determined by USANA, and they should adhere to the terms and conditions of the social sites on which they post. Associates are also prohibited from using USANA or trademarked names in the name of their Facebook page, Twitter handle, etc. USANA reserves the right to require Associates to remove any post that it deems inappropriate.

For full details of USANA's advertising policy, including the policies that apply to websites, blogs, etc., please see section 3.3.1.

## WHAT YOU CAN DO

- Do participate actively on social media—be positive, have fun, and share your unique story and experiences
- Do share your connection to USANA by identifying yourself as a USANA Independent Associate
- Do strengthen your network by making new friends and contacts
- Do link to your personal website
- Do advertise products by linking to your USANA shopping cart
- Do connect with official USANA profiles on Facebook, Instagram, Twitter, and others
- Do share USANA-approved content, such as posts from official USANA accounts, photos, videos, and other pre-approved materials
- Do post personal photos and videos sharing your experience with USANA. This could include things like incentive trips, events, or your daily routine—including product usage
- Do let others know about upcoming meetings and events
- Do invite your network to contact you for more information about USANA's products or business opportunity
- Do follow advertising guidelines and only use product benefits approved in your country. Contact your local ethics manager if you have any questions related to market-specific restrictions.

## WHAT YOU CAN'T DO

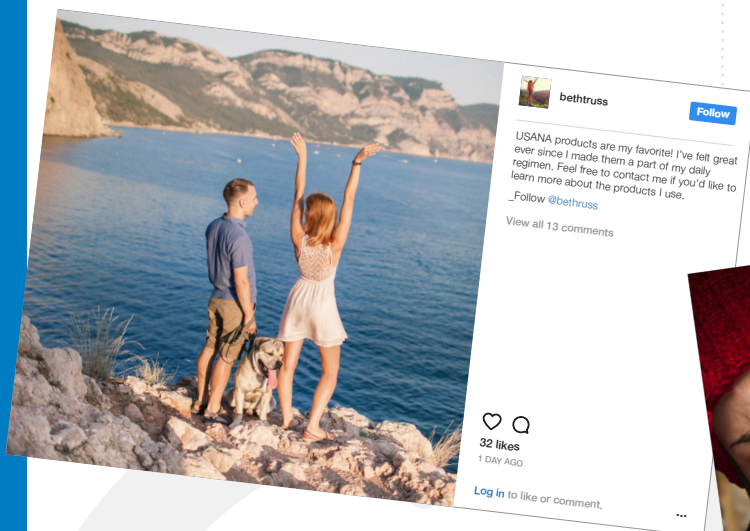
- Do not publish posts with improper health claims
- Do not share content that makes or implies improper income claims
- Do not combine USANA products with other incentives or programs
- Do not use company name or trademarks in titles of pages
- Do not use unapproved third-party pictures, celebrity endorsements, or content to promote USANA products or business

## EXAMPLES

### Say this...

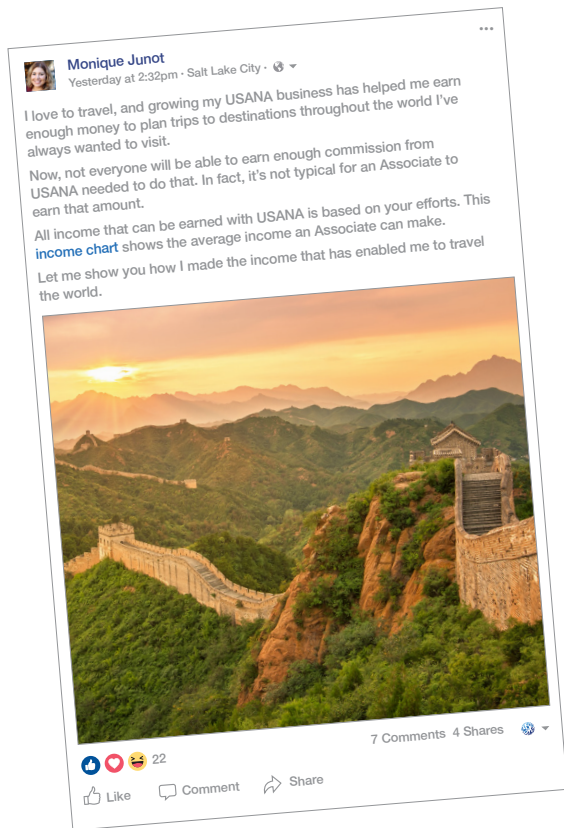


### Not that...

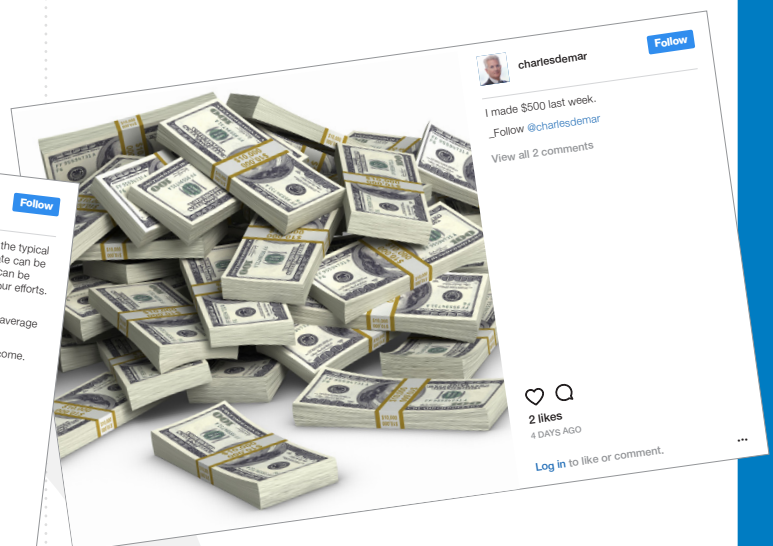


## EXAMPLES

### Say this...



### Not that...



## SOCIAL MEDIA POLICY FAQs

- Q:** If I have not reached the rank of Gold Director or above, can I promote USANA on social media under the new policy?
- A:** Yes, you can utilize social media to promote USANA, as outlined in the new social media policy. As a reminder, business promotions outside of social media must adhere to [USANA's advertising policies](#) 3.3.1.
- Q:** Where can I find advertising material that has been pre-approved for social media use?
- A:** All approved material can be found on The Hub in [Communication Edge](#).
- Q:** Can I sell products directly on social media sites?
- A:** Selling is only allowed on social media sites by linking to your personal website or other USANA-approved websites.
- Q:** Can I create my own event page or private group on Facebook?
- A:** Yes, as long as the page or group adheres to USANA's advertising policy.
- Q:** Will I be held responsible if a follower makes a comment on their page/profile/post which includes non-compliant content?
- A:** While you cannot control the actions of others, you are responsible to remove content from a social media platform if the comment(s) violate USANA's Policies & Procedures.
- Q:** Can I advertise the price of USANA products on social media sites?
- A:** Yes, you can advertise the price, but it must not be below Auto Order price. In addition, no discounts to the price may be promoted (e.g., free shipping, 10% off). You can only sell products by directing customers to your personal websites or other USANA-approved websites to purchase the products.
- Q:** Can I post my contact information on social media?
- A:** Yes, you can list your contact information. In addition, we suggest always linking to your personal website.



**Q:** If I'm concerned another Associate is utilizing social media to make improper claims about USANA and/or its products, who should I contact?

**A:** Please contact the ethics and education department at [ethics@usana.com](mailto:ethics@usana.com).

**Q:** Do I need to have photos approved if I am posting in conjunction with a message about USANA?

**A:** No. However, the photos must comply with all related Policies & Procedures. Please contact the ethics and education department if you have questions about a specific photo or post. Some examples of photos that would violate the Policies & Procedures include, but are not limited to, photos exhibiting non-typical lifestyle benefits and photos implying disease or drug benefits.

**Q:** What social media sites are included in this policy?

**A:** Facebook, Twitter, Instagram, WeChat, LinkedIn, YouTube, Pinterest, Snapchat, and others. Blogs and websites are not included in the new policy and are still subject to approval found in section 3.3.1 of the Policies & Procedures.

**Q:** Can I share an article (about vitamin C, for example) that isn't related to or approved by USANA and still refer people to my website to buy Proflavanol® C100?

**A:** Yes; however, the article cannot be used if it contains any information that violates the Policies & Procedures, such as direct or implied improper health claims. Please see section 3.4.1 of the Policies & Procedures. If you have any questions about the content of a specific article, please contact the ethics and education department.

**Q:** If I've already been promoting my USANA business on social media, and I'm not yet a Gold Director, should I do anything to correct my past posts?

**A:** Yes, any content that violates current Policies & Procedures should be removed.

**Q:** Can I share a post from an official USANA page and add the link to my personal website?

**A:** Yes, sharing from official USANA pages is encouraged.

**Q:** Can I scan or take a photo of a USANA flyer, catalog, or pricelist and post on social media?

**A:** No. However, you are allowed to link to or embed any material on an official USANA page.

**Q:** In my market, we're not allowed to promote certain products and benefits. Do these rules apply to social media?

**A:** Yes, all market-specific policies apply.

**Q:** Can I use any USANA trademarked words in my social media page/profile name?

**A:** No, see policy 3.3.4 of the Policies & Procedures.

**Q:** Although I can't claim certain products will have a positive effect on diseases or health issues, can I use hashtags such as #cancer, #bloodpressure, or #diabetes to attract people to my post on social media?

**A:** No, all improper claims whether direct or indirect (e.g., through hashtags) are not allowed.

**Q:** Can I post before and after photos on social media?

**A:** Yes, you can. Our products are great, and we want you to show the true results. With that in mind, there are some specific guidelines you'll need to follow to make sure your photos properly represent your results. Do not use photos that have been altered or edited from the original form that may exaggerate the efficacy of skincare products or mislead consumers in any way, or include claims of treating, curing, or preventing any condition that is typically treated with pharmaceuticals. You can, however, use before and after pictures with descriptions that describe product claims, such as "decreased the appearance of...", "more youthful-looking skin...", "reduces the signs of aging...", etc.

**Please note:**

Associates in Korea may not post before and after photos. In addition, Associates in Mexico, Colombia, China, and Malaysia may not post any product advertisements on social media, other than those pre-approved by USANA—these markets may require government approval for product advertisements on social media.

Use your best judgment, and please contact your local ethics officer or send us an email at [ethics@usana.com](mailto:ethics@usana.com) if you have any concerns.