

Social Media Guidelines



DIRECT SELLING: THE ORIGINAL SOCIAL NETWORK

Our business model is based on person-to-person selling—leveraging the power of word of mouth.

While technology keeps changing, people sharing their enthusiasm for Nu Skin will continue.

Nu Skin supports and will continue to support active participation in social media.



THE KEY PRINCIPLES AND POLICIES FOR SHARING ARE THE SAME—NO MATTER THE PLATFORM

Basic policies and procedures apply to online and offline communications



WHAT WE CAN DO WITH SOCIAL MEDIA

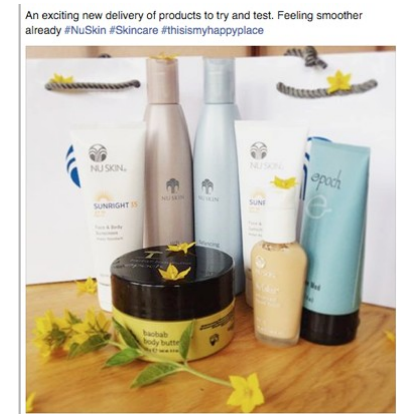
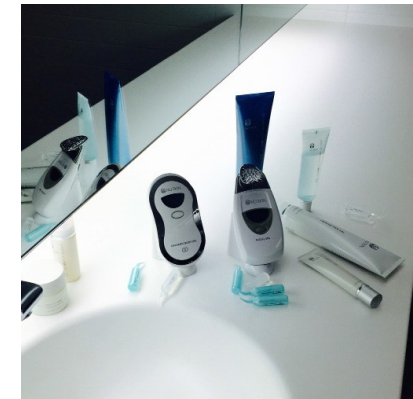
Share your experiences with Nu Skin products and the Nu Skin business

Make new friends and contacts

Offer support and interact with others

Link to Nu Skin's website

Disclose that you are a Nu Skin Independent Distributor



WHAT WE *CAN* DO WITH SOCIAL MEDIA

Join official Nu Skin fan pages

Share company approved photos, promotional videos, and business support materials

Share individual photos and videos regarding your personal experience with Nu Skin (e.g., incentive trips, global and regional conventions, and individual product usage)



DO: SHARE YOUR LIFE WITH NU SKIN



SOCIAL MEDIA DON'Ts

DON'T: recruit or attempt to sell products through any online classifieds or buy/sell sites or groups

DON'T: recruit in public forums, discussion groups, message boards, blogs, comment sections, or employment-based websites

DON'T: use company trade names or trademarks when naming your pages or group (e.g., ageLOC, Nu Skin, etc.)

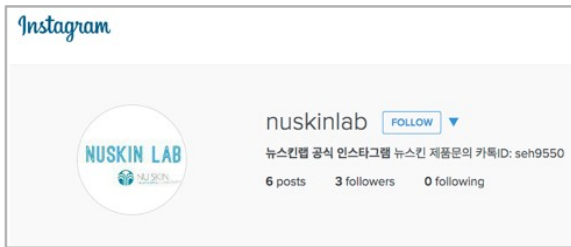
DON'T: use company trademarked logos for profile pictures

DON'T: create pages, websites, accounts, or other online avenues for purchasing products (e.g., e-commerce) other than Nu Skin produced distributor web pages (i.e., replicating websites)

DON'T: use unapproved third party pictures, celebrity endorsements, or literature to promote the products or business

IMPROPER SOCIAL POSTS

IMPROPER USE OF LOGO



UNAPPROVED BEFORE & AFTER



INAPPROPRIATE/FALSE CLAIMS

Good News for Cancer Patients!

My friend, 41-year-old was diagnosed with last stage of cervical cancer. The doctor told her that she has 3 months left. During the chemotherapy she took R2 and other Pharmanex product. Besides the common hair loss issue, she looks energetic. There was once the nurse mistaken her sister who was accompanying her for review as the cancer patient!!! After 2 reviews the doctor was shocked to find out that the cancer cells were gone!

IMPROPER USE OF TRADEMARK NAME



PROHIBITED E-COMMERCE



IMPROPER POSTING ON BUY/SELL SITES

Dundalk buy and sell

Hayley
Thursday at 18:37

TeGreen Capsules BACK IN STOCK!
Now Giving a free AP-24 Whitening toothpaste sample when making a purchase
Contact me now If you would like to kickstart your DETOX!

PRODUCT CLAIMS DOs

- do:** use claims found in approved Nu Skin marketing materials
- do:** discuss our innovative ageLOC science
- do:** recommend that customers talk to their healthcare provider for ALL healthcare concerns or questions
- do:** share positive personal testimonials that are consistent with approved claims
- do:** follow the Product Testimonial Guidelines



PRODUCT CLAIMS DON'Ts

DON'T: claim that our products treat, cure, or prevent any disease, or that the product cured your own ailment

DON'T: state or imply that our products helped address, treat, cure, or prevent any disease or other medical condition, or that imply a result that is different from, or goes beyond, our approved marketing claims

DON'T: make claims for a product that are not found on Nu Skin's website or in Nu Skin marketing materials applicable to your region or market

DON'T: use unapproved pictures, celebrity endorsements, literature, videos, or materials to promote the products—testimonials must comply with testimonial guidelines



EARNING CLAIMS DOs

do: share your WHY and be authentic and personal

do: talk about the success that can come through hard work and patience

do: talk about having fun with the business

do: emphasize the importance of reselling the product

do: talk about the competitive and innovative Sales Compensation Plan

do: follow the Earnings Claims Guidelines



EARNINGS CLAIMS DON'Ts

DON'T: share details of individual commissions earned or the Sales Compensation Plan

DON'T: make lavish or unrealistic lifestyle claims

DON'T: offer or imply any guarantee of success by simply following a system

DON'T: display copies of bonus or commission checks

DON'T: use the terms “passive” or “residual” income—rather, use “leveraged income”

DON'T: misrepresent past, present, or future earnings

DON'T: use hypothetical earnings that exceed those of the average distributor for the same period

GETTING STARTED

Pick the social platform that is right for you

Make sure to join the platform that fits your personality and interests (i.e., location, age, gender, or other target demographics and popular types of media)

Know the specific guidelines for each platform on which you participate

Follow Nu Skin's distributor/market guidelines

Be clear on what you want to achieve through your social media activity (e.g., expand your warm market, connect with your downline, share experiences, etc.)



HOW TO PROPERLY USE FACEBOOK

Set up a personal page or fan page

Share news and links about Nu Skin products

Invite people to Nu Skin meetings and events

Post company approved videos, marketing materials, and pictures

Link to the company's website, a Blue Diamond approved site, or your own Nu Skin produced distributor web pages

Use the official Nu Skin corporate or market Facebook sites as a reference for approved content and pictures

Set up private groups for business building activities

Use private messaging for business building and training activities



HOW TO PROPERLY USE TWITTER

Share updates

Drive customers to your Nu Skin produced distributor websites

Share your enthusiasm about Nu Skin, the products, and the business

Share news/links about upcoming meetings and events

Build relationships by replying, retweeting, and joining discussions

Ask questions to spur conversations

Respond to questions and set up one-on-one meetings for follow-up

Use personal hashtags to join in conversation topics and the Nu Skin community

Use private direct messaging for conversations relating to prospecting or business building activities



HOW TO PROPERLY USE INSTAGRAM

Share pictures in real time

Post product pictures

Respond to questions and comments

Share pictures of you using and enjoying
Nu Skin and Phamanex products

Use/share photos posted by the company

Use personal hashtags to join in
conversation topics and the Nu Skin
community

Use private messaging for business
building and training conversations



HOW TO PROPERLY USE YOUTUBE

View, share, and comment on company approved videos

Do not create and post/upload training videos that have not been approved by Nu Skin

Subscribe and engage with Nu Skin's official corporate and market YouTube channels

Share individual videos regarding Success Trips, global and regional conventions, and individual product usage

Respond to private messages

