

# social media DOs & DON'Ts



## Compliance 101

Okay, by now you get it: social media has redefined the way we market, advertise, and promote our businesses—and ourselves. But what might be confusing is how to remain compliant with USANA's policies when using social media to grow your direct selling business.



Take a look at the smartest, easiest ways to keep your business in check when sharing the USANA opportunity with your online network.

### 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 Networking page 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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