



USANA Social Media Policy (for USANA Employees)

March 2013

USANA Health Sciences is guided by four core values that are shared by employees and independent Associates worldwide. In demonstrating these values we are making positive contributions to the company culture and to the overall success of USANA.

- Community
- Excellence
- Health
- Integrity

Social media is often the first click when a person wants to learn more about an organization (or to express praise or disdain about a particular brand or user experience).

Social media is communicating or posting information or content of any sort on the Internet, including to your own or someone else's blog, journal or diary, personal website, social networking or affinity website, bulletin board or a chat room, whether or not associated or affiliated with USANA, as well as any other form of electronic communication.

Blogs and other social media sites are a great way for USANA employees to express themselves. These tools are also a great way to further USANA's business. It is important that employees are aware of the possible implications of engaging in forms of social media and online conversations that reference USANA and/or employee's relationship with USANA. Employees need to recognize situations when USANA might be held responsible for their personal behavior.

The following document is designed to help guide employees as they communicate online and to ensure their activities remain in line with USANA's core values. USANA encourages all of its employees to explore and use social media at a level at which they feel comfortable. We encourage you to have fun, but be smart. Make sure you adhere to USANA's values and follow other applicable policies.

COMPANY COMMITMENTS

USANA adheres strongly to its core values — community, excellence, health and integrity — when interacting online. We expect the same commitment from all our

employees. Any deviation from the commitments may be subject to disciplinary review or other appropriate action up to and including termination.

POLICIES and GUIDELINES

1. Disclose: Be Honest online. Your honesty — or dishonesty — will be quickly noticed and may affect your standing — and possibly USANA’s — within the social media community. Please represent USANA ethically and with integrity.

- **Transparency** in every social media engagement.
 - Every website, fan page, or other online destination that is controlled by USANA makes that known to users. Those destinations must also be authorized according to applicable internal protocols in order to track and monitor USANA’s online presence.
- **Be truthful.**
 - Use your real name, identify that you work for USANA and be clear about your role.
- **Be you.** Stick to what you know. If you publish to a website outside USANA, please use a disclaimer: “The postings on this site are my own and don't necessarily represent USANA’s positions, strategies, or opinions.”

2. Protect: Make sure your transparency doesn’t violate USANA’s confidentiality or legal guidelines for commercial speech — or your own privacy. Everything on the Internet is public and searchable. What you write is ultimately your responsibility.

- **USANA information.** Never reveal USANA-classified, proprietary, or confidential information. If you’re unsure, check the confidentiality agreement, with the Human Resources department, or with Investor Relations. Prohibited topics also include: litigation, non-published financials, and unreleased product information.
- **Consumer privacy.** Be careful with any personally identifiable information. This includes any information that we collect, including how we collect it, store it, use it, or share it.
- **Don’t criticize USANA or competitors:** Don’t publish anything that isn’t true or may be misleading. All claims must be substantiated and approved.
- **Don’t overshare:** Once you hit “share”, you usually can’t get it back. Even deleted items are searchable on the Internet.

3. Copyright and fair use: When posting, be mindful of copyright, trademarks, rights of publicity, and other third-party rights.

4. Responsibility: Do not use USANA’s technology to align with any organizations or websites that deploy the use of excessive tracking software, adware, malware, or spyware.

5. Be Accurate: Check facts and review content for spelling and grammatical errors before posting on social media. Your posting could be someone’s first impression of USANA. If you're posting to a blog, you may choose to modify an earlier post — just make it clear that you have done so.

6. On personal sites, identify your views as your own. If you identify yourself as a USANA employee, be clear that the views expressed are not necessarily those of

USANA. Do not use USANA email addresses to register on social networks, blogs, or other online tools utilized for personal use.

7. Be respectful: Once you post something, you are inviting a discussion. This can encourage both positive and negative comments. Use tact in your responses, carefully considering how they will reflect toward USANA. Do not post comments that may be discriminatory, harassing, intimidating, threatening or otherwise unlawful. This conduct is subject to disciplinary action up to and including termination.

8. Think twice before posting: Search engines can turn up posts years after they are created, and comments can be forwarded or copied. If you wouldn't say it at a conference or to a member of the media, think twice about posting. If you are unsure about posting something or responding to a comment, ask your supervisor for input.

Remember, there's a big difference in speaking "**on behalf of USANA**" and speaking "**about**" USANA.

CONTACT INFORMATION

If you have questions specifically relating to USANA's social media tactics and best practices, please contact: USANA's Social Media Department.

If you have questions about USANA corporate policy as it relates to social media, please contact the Human Resources.

VISIT USANA'S SOCIAL MEDIA SITES:

Blog: <http://whatsupusana.com>

Facebook: <http://www.facebook.com/usanahealthsciences>

Twitter: <http://twitter.com/USANAinc>

YouTube: <http://www.youtube.com/usanahealthsciences>

Pinterest: <http://pinterest.com/usana>

LinkedIn: <http://www.linkedin.com/company/usana-health-sciences>

Google+: <http://plus.google.com/+usana>