NU SKIN IS A SOCIAL BUSINESS

NU SKIN SOCIAL MEDIA GUIDELINES
DIRECT SELLING COULD BE CONSIDERED 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 has – and will continue to – support active participation in social media.
SOCIAL MEDIA PROVIDES MANY OPPORTUNITIES

- Building relationships & expanding the “warm market”
- Communicating
- Sharing new information
- Engaging with others and the company
- Making contacts
- Providing personal experiences and testimonials
THE KEY PRINCIPLES AND POLICIES FOR SHARING ARE THE SAME—NO MATTER THE PLATFORM

Basic policies and procedures apply to online and off-line 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 (examples: incentive trips, global and regional conventions, and individual product usage)
DO: SHARE YOUR LIFE WITH NU SKIN
SOCIAL MEDIA DON’TS

• **DON’T:** solicit in public forums, groups, message-boards, blogs, comment-sections or employment-based websites; Soliciting is allowed only in closed environments (friends/followers)

• **DON’T:** use company trade names or trademarks when naming your pages or group

• **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

• **DON’T:** use company trade marked logos for profile pictures

• **DON’T:** use unapproved 3rd party pictures, celebrity endorsements, or literature to promote the products or business
IMPROPER SOCIAL POSTS

IMPROPER USE OF LOGO

UNAPPROVED BEFORE & AFTER

UNAPPROVED/FALSE CLAIMS

Danny Yong

After going through chemotherapy for his cancer, everybody including himself would expect hairloss! With R2 and G3 daily, his hair did not fall but turned black! At 65, he has more vitality and look even younger. He can even drive around town doing errands and eat whatever he wants! He doesn’t even look like a cancer patient.

IMPROPER USE OF TRADEMARK NAME

PROHIBITED E-COMMERCE
PRODUCT CLAIMS DO’S

• **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
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
EARNINGS CLAIMS DO’S

- 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
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:** 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 you participate on

• Follow Nu Skin’s distributor/market guidelines

• Be clear on what you want to achieve through your social media activity (i.e. 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/materials and pictures
• Link to the company’s website, a BD approved site or your own Nu Skin replicating website
• 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 activities
HOW TO PROPERLY USE TWITTER

• Share updates
• Drive customers to your Nu Skin replicating website
• 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
• Retweet announcements and tweets from Nu Skin’s official corporate and market twitter accounts
• 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 Pharmanex 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 conversations
HOW TO PROPERLY USE PINTEREST

• Set up specific boards and post pictures/infographics/videos that relate to you and your business.
• Pin corporate approved photos
• Share links to your Nu Skin replicating website
• Share links of interest to your customers
• RePin photos already posted by the company
• Share individual pictures of product usage
• Use private messaging for business building conversations
How to Properly Use YouTube

- View, share and comment on company approved videos
- Do not create and post/upload promotional 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