

Be a part of the social network revolution



Introduction

ACN is a network marketing company that focuses solely on relationship marketing techniques. Network marketing, as the name suggests, is based on sharing opportunities and connecting with your 'warm' network. A warm network includes those persons or businesses with whom an IBO has a pre-existing relationship at the time of marketing.

Social media is an ideal way to connect with your network and ACN recognises that IBOs will be using Facebook, Twitter, LinkedIn, Google+, YouTube, Vimeo, Pinterest, and more – to reach out and share the ACN Business Opportunity with others. The building of your ACN business is supported by: building successful relationships with your team; piquing prospective IBOs about the ACN Business Opportunity; reaching out to your warm market and sharing with them your enthusiasm for the exciting portfolio of products ACN offers to customers worldwide. Social media can help build and maintain strong relationships with your friends, team and contacts.

To ensure you optimise your social media efforts and adhere to ACN Pacific's Policies and Procedures and Advertising and Internet Guidelines, we have developed a Social Media Policy and User Guide. This guide is an extension of the ACN Policies and Procedures, and is intended to assist IBOs when communicating the excitement and potential of the ACN Business Opportunity via social media. The guide is consistent with the existing rules that apply to direct marketing business practices.

What is considered social media?

Digital/online tools and platforms that people use to share content, profiles, opinions, insights, experiences, perspectives and media itself. It facilitates conversations and interaction online between groups of people. The most popular social media platforms are:

Facebook

A social networking website where users can connect, follow, interact and share with other people in their network. Users can update their personal profiles, post videos and images, add friends, add companies, message and interact with friends and update their status.

Facebook users can also 'like' pages and join networks that are in line with their interests. Here, users can keep up to date with the latest news and interact with people and businesses who share similar interests.

Twitter

An online social networking and micro-blogging service where users can post 140 character messages called "tweets", as well as images and videos.

LinkedIn

A business-oriented social networking service, mainly used for professional networking. LinkedIn allows users to create profiles and 'connections' to each other which represent real-world professional relationships. It is increasingly becoming a platform to author and post content. LinkedIn users can also create company pages, groups and follow companies and groups.

Google+

An interest-based social network that is owned and operated by Google Inc. It includes basic social networking services, while optionally linking to other social media accounts. Google+ Pages allow businesses to connect with followers. Entities that are not individuals (organisations and companies) can set up profiles or pages where they can post and interact with people interested in their business.

Instagram

An online mobile photo-sharing, video-sharing and social networking service that enables users to take and upload pictures and video, and then share them on a variety of social networking platforms, including Facebook and Twitter.

Vimeo

A video-sharing website that invites users to watch, like and share videos with users all around the world. Users can also follow Vimeo profiles, which match their interests.

YouTube

A video-sharing website that allows users to upload, view and share videos with other users around the world. Users can also follow YouTube profiles that match their interests. Available content includes video clips, TV clips, and other content such as video blogging, short original videos and educational videos.

Pinterest

A visual discovery tool for people to find ideas for all their projects and interests. Users can follow other people who post images and information about things they are interested in.

Privacy Settings

Social media sites allow you to manage your personal privacy settings to control who can see your profile, updates, posts and photos, and who can follow you. It is recommended that IBOs manage their privacy settings so only their friends and colleagues can view their updates. If an IBOs Facebook page or post is set to 'public', under no circumstances can the IBO promote any ACN product or service information.

Upholding your reputation on social media

Social media is great for the worldwide reputation of ACN as well as your own. If you are following best practice policies and not spamming or filling your social media posts with hard-selling messages, you are reminding the world that ACN is a reputable and trust-worthy worldwide company.

It is important to be truthful and accurate at all times. Misleading or making false claims is both dishonest, and at times illegal, and could jeopardise an IBOs reputation and business. If IBOs are open, honest and forthright, they're more likely to build a loyal following.

ACN manages the local Facebook page and acts as an administrator to monitor and respond to visitors on the page. It is recommended that you do not comment on non-corporate posts but we encourage your interaction with corporate messages.

Representing yourself as an IBO on social media

On social media, you can only describe yourself as an ACN Independent Business Owner (IBO). “ACN” must appear in plain block letters, and you must use the phrase “ACN Independent Business Owner (IBOs)” to identify yourself.

Prospecting for customers

Prospecting customers (i.e. inviting friends or followers to contact you about ACN’s products and services) is only permitted if the IBOs privacy settings have been set to a closed social media environment. For example, if an IBOs privacy setting have been set on Facebook to only allow friends to see their posts (rather than ‘friends of friends’ or ‘everyone’), the IBO may invite them to contact them for more information about ACN’s products and services. This is known as the IBOs warm market.

ACN strictly prohibits IBOs from engaging in any cold marketing techniques for the purposes of customer acquisition at any time. Cold marketing includes any promotional activity that is geared toward random individuals who have no personal, business, social or acquaintance relationship(s) with the IBO. Once they have expressed an interest, the IBO should contact them privately to give them more details.

Prospecting / piquing (i.e. inviting friends or followers to contact you about the ACN Business Opportunity) is only permitted if the person piquing has identified themselves as an IBO on their profile.

Using brand images and logos

Using ACN, ACN Pacific, or any other ACN Product logos or product images on social media is not allowed without prior permission from ACN Pacific. See ACN Pacific Policies and Procedures: 1.2.F – Networking Sites.

Content must not include any of ACN’s proprietary information, such as logos, names, trademarks, etc. IBOs are permitted to share photos that ACN Asia Pacific has posted onto their own profiles. However these cannot be utilised as a “profile picture”.

A photograph of the IBO is recommended as an IBO’s profile picture. It is important for people to see the IBO in a professional context and connect a face with the profile.

Business and product claims

Business and product claims must be accurate and substantiated. It is recommended that IBOs share only business and product information shared or supplied by ACN Pacific on social media. IBOs should not make any specific product, services, plans, or financial earning claims on their social media profiles. Refer to ACN Pacific Policies and Procedures: 1.2.F – Networking Sites.

Online material that IBO’s post must not contain any product or service information, unless shared directly from the ACN Asia Pacific page. Copy downloaded from ACN Company websites, ACN social media pages, or taken from printed ACN literature must be used exactly as printed or written. ACN strictly prohibits and will not authorise marketing materials created by IBOs that do not adhere to ACN’s policy on use of logos, names, trademarks and proprietary information.

Any non-corporate produced videos/webinars must also be reviewed and authorised by ACN Pacific head office prior to being uploaded or shared in a social media environment. Please send all review requests to compliance@acnpacific.com.au

Selling products and services online outside of websites created by ACN or its services is strictly prohibited.

There are no guarantees regarding income, and the success or failure of each IBO depends upon each IBO's own skills and personal effort. Your social postings and websites should not present false or misleading information about ACN or the ACN Opportunity.

IBOs may not violate or infringe on the rights of others, including privacy, publicity or proprietary rights. It is the sole responsibility of each ACN IBO to ensure their online material fully complies with ACN's Policies and Procedures, as well as with all applicable Federal and State rules and regulations. IBOs are also responsible for ensuring that their downline comply with these policies.

Failure to meet the above criteria could place your business in violation of the below rules:

- Website URLs obtained by an ACN IBO cannot contain references to ACN, its affiliates or trademarked products, other than an IBO's personal ACN Distributor website. If a website contains such references, the ACN IBO will be required to release the URL to ACN.
- The ACN is a registered trademark, and only ACN is authorised to produce and market online material under this trademark.

Creating a page

Many of the social sites allow you to create a page as well as a profile – especially if you are set up as a business. ACN Pacific does not allow the use of its trademarks or trade names in a social media environment. It is encouraged that IBOs use their full names or business names. IBOs should also always represent themselves as an ACN IBO.

The word's 'ACN IBO' must be present on the IBOs social media profile, along with the IBOs name and Business ID number. No online material should give the impression of representing ACN the company, rather than an ACN IBO. This includes using ACN or ACN Inc. as the title for any page within the site, especially the homepage.

Two sites that allow IBOs to create a company page and groups are LinkedIn and Facebook.

• Facebook pages

ACN IBOs are not allowed to create pages on Facebook in the name of ACN or that of its products. ACN has an official Facebook page: www.facebook.com/acn.asiapacific to which official corporate communication to the public is delivered in a social environment.

According to Facebook terms of use, only the official representative of an organisation or business (ACN employees) is permitted to create and manage a page. IBOs who create pages using the ACN name will be suspended immediately until the page is removed to ACN's satisfaction.

IBOs who choose to employ Facebook to connect with existing customers cannot do so on behalf of ACN. ACN IBOs are permitted, however, to create a group to which they can add members.

• Facebook groups

Facebook groups provide a closed space for groups of people to communicate about shared interests. Groups can be created by anyone with a Facebook profile.

- **Set-up:** The group cannot be presented as an official ACN group in any way. You must present yourself as an ACN IBO on the homepage. The group cannot contain ACN in the URL.
- **Privacy:** Both public and private settings are available for groups. In private/closed groups, posts are only visible to group members.
- **Audience:** Closed group members must be approved or added by other members to the group.
- **Communication:** in groups, members receive notifications by default when any members post in the group. Group members can participate in chats, upload photos to shared albums, and invite members to group events.

Below are some helpful links regarding Facebook groups:

- Group basics: www.facebook.com/help/162866443847527
- Group features: www.facebook.com/help/265435626889287
- Admin basics: www.facebook.com/help/418065968237061/
- Group privacy and abuse: www.facebook.com/help/412300192139228

• LinkedIn pages

ACN IBOs are not allowed to create pages on LinkedIn in the name of ACN or that of its products. ACN Pacific has an official LinkedIn page: www.linkedin.com/company/acn-pacific to which official corporate communication to the public is delivered in a social environment. You are encouraged to follow this page so you can share content.

• LinkedIn groups

Similarly to Facebook, LinkedIn provides the ability to create a group. LinkedIn groups provide a place for professionals in the same industry or with similar interests to share content, make business contacts and establish themselves in the industry or field.

- **Privacy:** As of October 2015, LinkedIn made all groups private settings are available for groups. In private/closed groups, posts are only visible to group members.
- A helpful link regarding LinkedIn groups: Groups – Getting Started: https://help.linkedin.com/app/answers/detail/a_id/1164/~/groups---getting-started

As an IBO, you are allowed to maintain a private and closed group to which your existing customers can join in order to keep up on the latest product updates from their upline. The group should be designed to share information with existing customers and not solicit or prospect new ones. It is for this reason all groups should follow the below criteria:

- Group must be set to private / closed
- Members must only be able to join the group if invited or accepted
- No copyrighted material is to be used (i.e. images, logos, names)
- No corporate trademarks or similar names used in group title / name
- Content must only be viewed by members of the group
- Group cannot be promoted in ads, links, listings, streams etc. on any social media sites or websites

Top tips for new social media users

1. Be transparent, authentic, honest, truthful, ethical and accurate at all times. Disclose your affiliation with ACN if you intend to discuss the business on your page
2. Participate and give feedback. The two-way conversation should take place much like it would in person
3. Create social media profiles that best fit your business. If you're not familiar with social media yet, make your profile entirely personal. As you learn, you can add a business component (as long as it's transparent that you are an ACN IBO)
4. Treat people with courtesy and respect
5. Communicate a positive message in an interesting and truthful manner
6. Never engage in negative conversations
7. When in doubt, refer questions to ACN

Social media DOs

- Create an individual social media profile
- Disclose your involvement in ACN upfront
- Like and follow official ACN pages
- Market the ACN Opportunity, by sharing positive experiences about the ACN business
- Communicate with your teams and customers as appropriate
- Refer questions to the ACN Pacific website or call centre
- Abide by ACN Pacific's Policies and Procedures at all times
- Send marketing collateral approval requests to ACN Head Office, at compliance@acnpacific.com.au

Social media DON'Ts

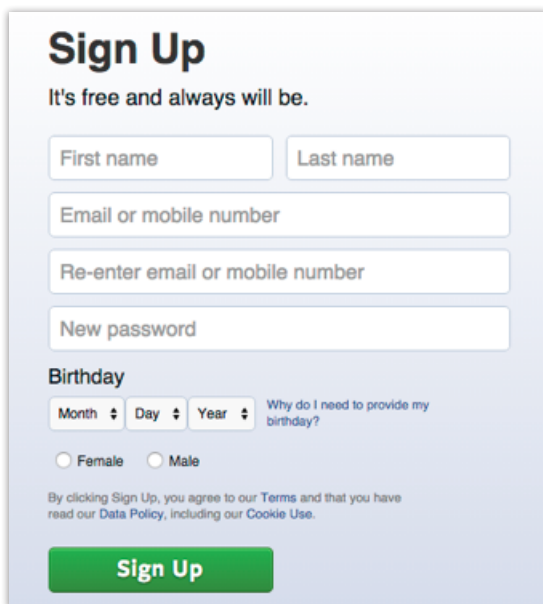
- Do not create pages, websites, accounts or other online profiles to sell products
- Do not use ACN or product logos, images, names or branding on your social media pages
- Do not make earning claims or guarantees when marketing the ACN Opportunity
- Do not prospect or cold market to customers
- Do not make mention to specific products, services, or plans that ACN sells, unless shared directly off one of ACN Pacific's corporate social media pages
- Do not make claims about ACN products that are false, misleading or incorrect
- Do not create fake ACN or product brand identities. When naming your page or group, you are not allowed to use ACN trademarks. Always use your full name or business name
- Do not spam or broadcast using social media
- Do not upload or share videos that are not authorised by ACN, false, misleading or incorrect

SETTING UP YOUR SOCIAL SITES - USER GUIDE

Facebook:

Signing up for Facebook is free, easy and secure.

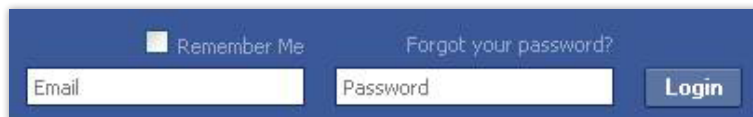
1. Go to **facebook.com**
2. On the homepage, you will see the fields you will need to fill out in order to sign up, such as your name, email address and password selection



The screenshot shows the Facebook 'Sign Up' form. It includes the following fields and options:

- Sign Up** header with the text "It's free and always will be."
- Input fields for **First name** and **Last name**.
- Input field for **Email or mobile number**.
- Input field for **Re-enter email or mobile number**.
- Input field for **New password**.
- Birthday** section with dropdown menus for **Month**, **Day**, and **Year**, and a link "Why do I need to provide my birthday?".
- Radio buttons for **Female** and **Male**.
- Text: "By clicking Sign Up, you agree to our Terms and that you have read our Data Policy, including our Cookie Use."
- A green **Sign Up** button.

3. A confirmation email will be sent to your email address with a link to verify your new Facebook account
4. Go back to www.facebook.com, enter your email address and password to log in to your account



The screenshot shows the Facebook 'Login' form. It includes the following elements:

- Remember Me**
- [Forgot your password?](#)
- Input field for **Email**.
- Input field for **Password**.
- A blue **Login** button.

You are now ready to find friends, add photos, links and applications to your profile, and most importantly – follow Facebook pages, which interest you like ACN Asia Pacific.

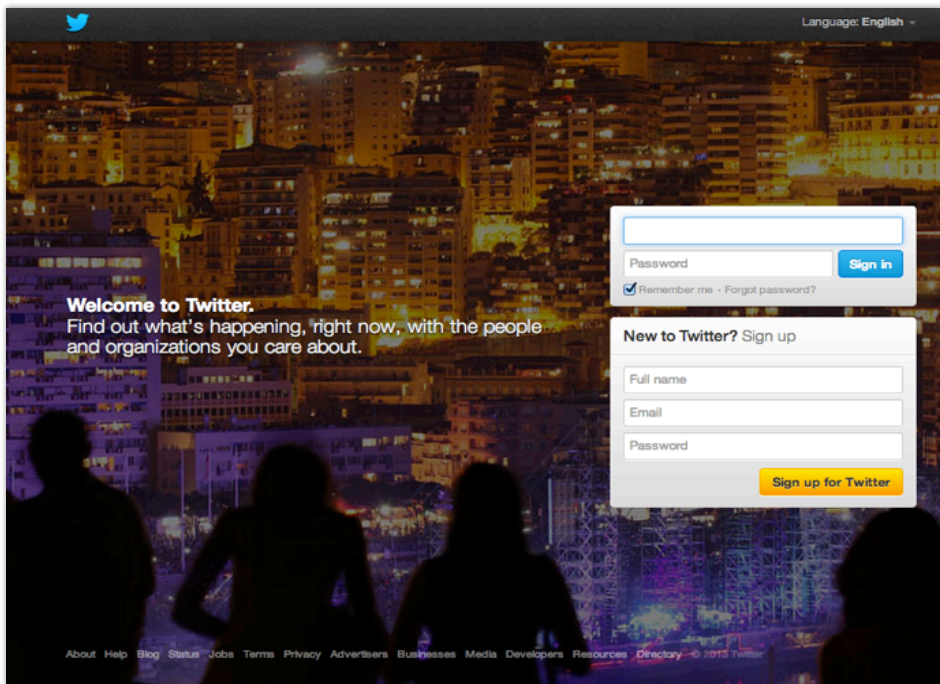
How can I join the ACN Facebook page?

Either type in the following URL: www.facebook.com/acn.asiapacific, or search ACN Asia Pacific in the search bar at the top of your Facebook homepage, and click "Like"



Twitter

Signing up for Twitter is free, simple and quick.



1. Go to **twitter.com**
2. On the homepage, you will see the fields you will need to fill out in order to sign up, such as your name, email address and password selection
3. You will be prompted to create a username. **Tip:** choose a username that clearly identifies you, to assist others in finding you
4. You are now a Twitter user. Twitter will prompt you to start following accounts that interest you straight away

How can I join the ACN Asia Pacific Twitter page?

Either type in the following URL: www.twitter.com/ACNPacificnews, or search ACN Pacific Pty Ltd in the search bar at the top of your Twitter homepage, and click "Follow".



Twitter tips

- Build your Twitter following by following people/profiles which match your interests
- #hashtags are a great way to gain exposure and interact with like-minded people. Place the # before the keyword, i.e. #ACNPacific #ACNMobileNews
- Scheduling tweets during peak times will result in your tweet gaining higher exposure
- Ensuring your profile has a professional profile picture and an engaging header background will attract more and better quality followers
- You only have 140 characters per tweet – make sure you keep them short and sharp!

Vimeo

Creating your Vimeo account is easy.

1. Go to www.vimeo.com



2. On the homepage, you will see the fields you will need to fill out in order to sign up, such as your name, email address and password selection, then click 'join'.

Once you've created your account, you can upload, watch, share and like videos. Please remember that any non-corporate videos or webinars produced must be reviewed and authorised by ACN Pacific head office prior to upload and/or being shared in a social media environment, such as on Facebook and Twitter profiles.

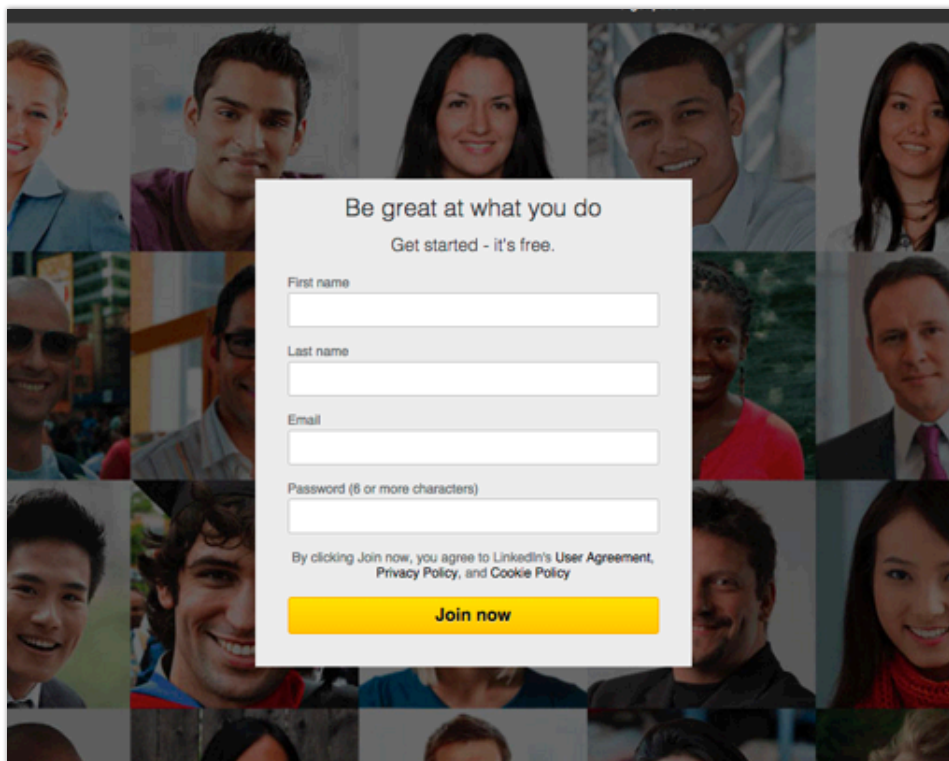
How can I follow the ACN Asia Pacific Vimeo page?

Either type in the following URL: <http://vimeo.com/acnpacific>, or search ACN Pacific in the search bar at the top of your Vimeo homepage, and click "Follow".



LinkedIn

1. Go to <https://au.linkedin.com>
2. On the homepage, you will see the fields you need to fill in with your information in order to sign up, such as your name, email address and password selection. Once complete, click "Join now"



How can I follow the ACN Asia Pacific LinkedIn company page?

Either type in the following URL <https://www.linkedin.com/company/acn-pacific>, or search ACN Pacific in the search bar at the top of your LinkedIn homepage, and click "Follow".

