

DO'S AND DON'TS

for Social Media Success

Build your business by using social media in a way that is authentic and friendly.

DO'S

DO take it slow. If you're new to social media, create accounts on just one or two sites, such as Facebook or Instagram.

DO set aside a few minutes each day to engage with people who have interacted with our posts.

DO use official Herbalife Nutrition social media content to educate yourself, clients and your downline about the company, nutrition, healthy activities and beauty.

DO let your social media network grow naturally by being authentic. By engaging with your Circle of Influence you can attract people to join you on your journey.

DO follow the rules when it comes to marketing and promoting your business. Visit MyHerbalife.com for Disclaimers, Guidelines, Tools and more.

DO use current Herbalife Nutrition Independent Distributor branding (such as logos).

DO comply with the Terms of Use for each social. Otherwise, you may be penalized and/or have your account deleted.

DO use photos that are truthful and accurate and the disclaimer is legible on the image.



DON'TS

DON'T post images or earnings that are not common to the average person or that generate expectations beyond what someone joining the business can reasonably expect to achieve. For example: Volume, bonuses, royalties, lifestyle, homes, cars, material possessions and vacations

DON'T ever post lavish lifestyle claims. Do not post opulent mansions, private helicopters, private jets, yachts, exotic cars or any substantially similar claims.

DON'T only talk about the products and business opportunity. Include your personal interests and how you incorporate Herbalife Nutrition in your life.

DON'T use social media sites to conduct sales transactions. Stick with general product information only.

DON'T post statements that are false, misleading, obscene, defamatory or negative in any way. Don't post online what you wouldn't say in-person.

DON'T post unauthorized corporate publications on social media channels. You may be exposed to copyright liability.

DON'T manipulate images. It makes them misleading.

DON'T modify Herbalife Nutrition trademarks. Do not mix Herbalife Nutrition with other businesses. Do not suggest that Herbalife Nutrition sponsors/endorse someone or something it doesn't.



For more information visit MyHerbalife.com
<http://hrbl.me/HTSYS-USEN>

