

## How to make the most out of social media (May 2017)



## ACN and social media

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 and promote ACN Services to their warm market. 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 encourage you to review this document. 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.

**All IBO-published content on social media forums with mentions of ACN, is closely monitored for accurate representation of the ACN Opportunity and Services.** Failure to adhere to the Social Media Policy could result in disciplinary action or suspension.

## Choosing the right platforms

It takes a huge amount of bandwidth and resources to run social media pages and that's why most people and companies can't successfully run multiple platforms at once. So instead of trying to spread yourself across all platforms and not have any work really well, choose 1-3 of the most appropriate ones to focus your energy on. If you only have time to maintain one platform, then stick to one. We recommend Facebook at the very least so you can stay up to date with ACN-published content and can easily share this with your network.

Here are our suggestions – choose 1-3 that you are familiar with and that suit the kind of content you create:

### Facebook

Facebook is arguably the most versatile social media platform as it allows you to post videos and images, add friends and companies, message and interact with your network and update your status with business company updates. Facebook also supports small businesses with the addition of features such as Facebook Advertising and Marketplace.

ACN uses Facebook to let IBOs know about new offers, important company updates, events, the release of new training materials and more. These are intended to be shared or re-posted to your team. We also develop posts that can be directly shared with your customers, and monitor any direct posts from customers.

**Follow us at [www.facebook.com/acn/asiapacific](https://www.facebook.com/acn/asiapacific)**

### Twitter

Twitter is a social network that allows you to publish up-to-the-minute 'tweets' consisting of **140 characters**. This platform is suited to short, succinct messages, which can be accompanied by short videos or photos.

ACN uses Twitter for service update messages, reminders, and to notify you of other new content.

**Follow us at [www.twitter.com/ACNPacificnews](https://www.twitter.com/ACNPacificnews)**

## Vimeo

Vimeo is a video-sharing website that allows you to upload, view and share videos with users all around the world. You can also follow Vimeo profiles that match your interests.

ACN uses Vimeo to share video content with longevity such as training materials, Success Stories and event-related videos.

**Follow us at [www.vimeo.com/acnpacific](https://www.vimeo.com/acnpacific)**

## YouTube

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

ACN uses YouTube to share video content that is time sensitive such as monthly company updates (i.e. Mark's Keys to Success).

**Follow us at [www.youtube.com/ACNTrainingAPAC](https://www.youtube.com/ACNTrainingAPAC)**

## Instagram

Instagram is an online mobile photo-sharing and video-sharing social networking platform. It enables you to take and upload pictures and video, and then share them to a variety of other social networking platforms, such as Facebook and Twitter.

ACN doesn't currently use Instagram.

## LinkedIn

LinkedIn is a business-oriented social networking service, mainly used for professional networking. LinkedIn allows you to create profiles and 'connect' to other professionals based on real-world professional relationships. It is increasingly becoming a platform to write and post content and is a useful channel for industry news and information. You can also create company pages or groups and follow other companies and groups. This is a great way for you to connect with your teams on a professional level.

ACN uses LinkedIn for corporate uses such as hiring and staying up to date on industry news.

## Google+

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

ACN doesn't currently use Google+.

## Representing yourself and ACN on social media

**When posting or sharing content related to ACN you must always clearly identify yourself as an ACN Independent Business Owner (IBO).**

### Reputation

Social media contributes to upholding 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 can jeopardise an IBOs reputation and business. If IBOs are open, honest and forthright, they're more likely to build a loyal following.

With the internet being the easiest way review a company, a simple Google search will show that every company, in every industry, in every city, has something negative written about them online. And while we all know you can't believe everything you read online, that doesn't mean we can't make a difference in what people see when they are searching for information on ACN. That's what Online Reputation Management is all about – driving online traffic to positive, truthful content that pushes the "good" up in search engines, while burying the "negative" or untruthful content.

### How can you help?

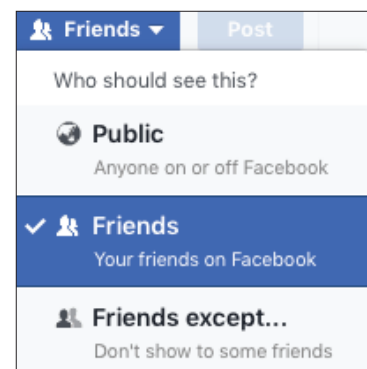
Do	Don't
<ul style="list-style-type: none"><li>▪ Be active on ACN's social channels. Like, comment on, and share ACN's content.</li><li>▪ Use ACN hashtags when talking about ACN on your personal channels (#ACN, #ACNReviews, etc.).</li><li>▪ Write your own blog/website explaining your opinions and experiences with ACN. Some possible blog topics could include:<ul style="list-style-type: none"><li>▫ Why you got started in ACN, and how ACN is helping you accomplish that "Why"</li><li>▫ Your top lessons learned as an IBO</li><li>▫ How you stay motivated</li><li>▫ How to deal with negativity</li><li>▫ How to grow your team</li><li>▫ Tips for customer acquisition</li></ul></li><li>▪ Comment on ACN branded content and blogs.</li><li>▪ Leave positive reviews about your experiences on review sites, and encourage your customers to do the same.</li></ul>	<ul style="list-style-type: none"><li>▪ Comment on negative content such as a review or blog. The search engines see the comments as a signal to make that blog or review more relevant, so they rank it higher. We know it's tempting to tell your side of the story, but this will only drive the content up in search engines.</li><li>▪ Do not SHARE negative ACN content on social media.</li><li>▪ Do not link to the negative items as this only gives them authority.</li><li>▪ Do not click on negative search results.</li></ul>

## Prospecting for customers and promoting the ACN Opportunity

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

ACN strictly prohibits you from engaging in any cold marketing techniques for the purposes of **customer acquisition** or piquing an individual to present the ACN Opportunity at any time. Cold marketing includes any promotional activity (i.e. Gumtree, eBay, Facebook Marketplace, Buy Swap Sell groups) that is geared toward random individuals whom you have no personal, business, social or acquaintance relationship(s) with.

Prospecting/piquing your warm market (i.e. inviting friends or followers to contact you about the **ACN Business Opportunity**) is only permitted if you have identified yourself as an IBO on your profile. Once they have expressed an interest, you should contact them privately to give them more details.



## Using brand images and logos

**When prospecting for customers and promoting the ACN Opportunity, 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.

You are permitted to share photos that ACN Pacific has posted, on your own profiles. However, these cannot be utilised as a "profile picture". Any content that you create must not include any of ACN's proprietary information, such as logos, names, trademarks, etc.

A professional photograph of yourself is recommended for your profile picture. It is important for people to see you in a professional context and connect a face with the profile.



## Business and product claims

Any business and product claims you make must be accurate and substantiated. It is recommended that you share only business and product information that has been shared or supplied by ACN Pacific on social media. You should not make any specific product, service, plan, hypothetical or financial earning claims on your social media profiles. Refer to ACN Pacific Policies and Procedures: 1.2.F – Networking Sites.

Online material that you post must not contain any product, service or compensation-related information, unless shared directly from the ACN Pacific page. Text 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 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](mailto:compliance@acnpacific.com.au)

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

**Never make guarantees regarding income.** The success or failure of each IBO depends upon each IBO's own skills and



personal effort. You must also ensure your social posts and websites do not present false or misleading information about ACN or the ACN Opportunity.

At no point may you violate or infringe on the rights of others, including privacy, publicity or proprietary rights. It is your responsibility to ensure your online material fully complies with ACN's Policies and Procedures, as well as with all applicable Federal and State rules and regulations. You are also responsible for ensuring that your 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 social media accounts

ACN Pacific does not allow the use of its trademarks or trade names in a social media environment, therefore when creating social media accounts for business use, you are required to use your full name or business name (team name).

The words 'ACN IBO' must be present on your social media profile, along with your 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 profile.

## Creating/joining social media groups

### 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 i.e ACN Tribe. These groups are a good way to connect with your team or the greater IBO base.

- **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:** When creating a Facebook Group, ensure the settings are set to a private/closed group, whereby 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](https://www.facebook.com/help/162866443847527)
- Group features: [www.facebook.com/help/265435626889287](https://www.facebook.com/help/265435626889287)
- Admin basics: [www.facebook.com/help/418065968237061/](https://www.facebook.com/help/418065968237061/)
- Group privacy and abuse: [www.facebook.com/help/412300192139228](https://www.facebook.com/help/412300192139228)

## LinkedIn groups

Similar 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:** When creating a LinkedIn Group, ensure the settings are set to a private/closed group, whereby 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](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. The group should be designed to share information with existing customers, 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
- Group cannot be promoted in ads, links, listings, streams etc. on any social media sites or websites

## How to get started

Do	Don't
<ul style="list-style-type: none"><li>• Like and follow official ACN pages</li><li>• Market the ACN Opportunity by sharing positive experiences about the ACN business</li><li>• Encourage your team to use social media for business</li><li>• Refer questions to the ACN Pacific website or call centre</li><li>• Abide by ACN Pacific's Policies and Procedures at all times</li><li>• Send marketing collateral approval requests to ACN Head Office, at <a href="mailto:compliance@acnpacific.com.au">compliance@acnpacific.com.au</a></li></ul>	<ul style="list-style-type: none"><li>• Do not create pages, websites, accounts or other online profiles to sell products</li><li>• Do not use ACN or product logos, images, names or branding on your social media pages</li><li>• Do not make earning claims or guarantees when marketing the ACN Opportunity</li><li>• Do not prospect or cold market to customers</li><li>• 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</li><li>• Do not make claims about ACN products that are false, misleading or incorrect</li><li>• 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</li><li>• Do not spam or broadcast using social media</li><li>• Do not upload or share videos that are not authorised by ACN, false, misleading or incorrect</li></ul>

## Final checklist for new social media users

- ☐ Have I chosen social media profiles that best fit my business and the type of content I create?
- ☐ Have I disclosed my affiliation with ACN?
- ☐ Am I being transparent, authentic, honest, truthful, ethical and accurate at all times?
- ☐ Am I treating people with courtesy and respect?
- ☐ Am I communicating a positive message in an interesting and truthful manner?

**When in doubt, refer questions to ACN via [compliance@acnpacific.com.au](mailto:compliance@acnpacific.com.au)**



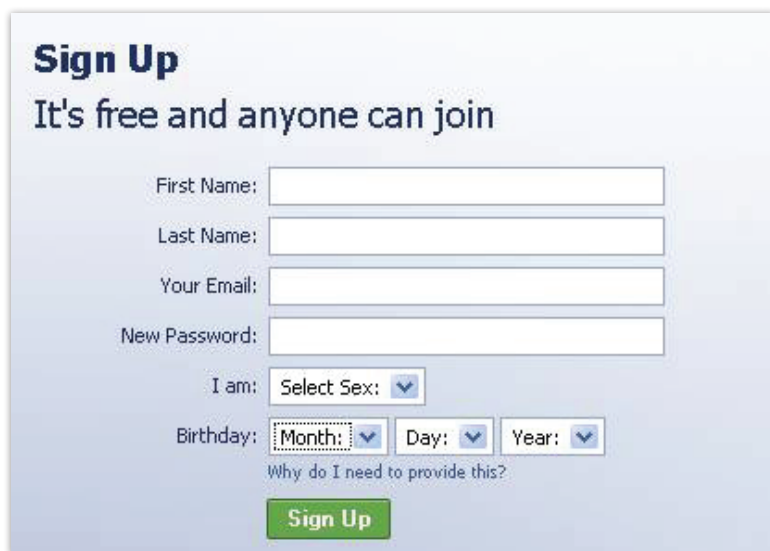
## Getting Started



### 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



**Sign Up**  
It's free and anyone can join

First Name:

Last Name:

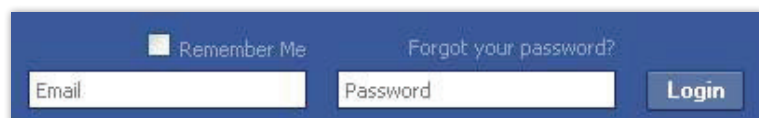
Your Email:

New Password:

I am:

Birthday:     
Why do I need to provide this?

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](http://www.facebook.com), enter your email address and password to log in to your account



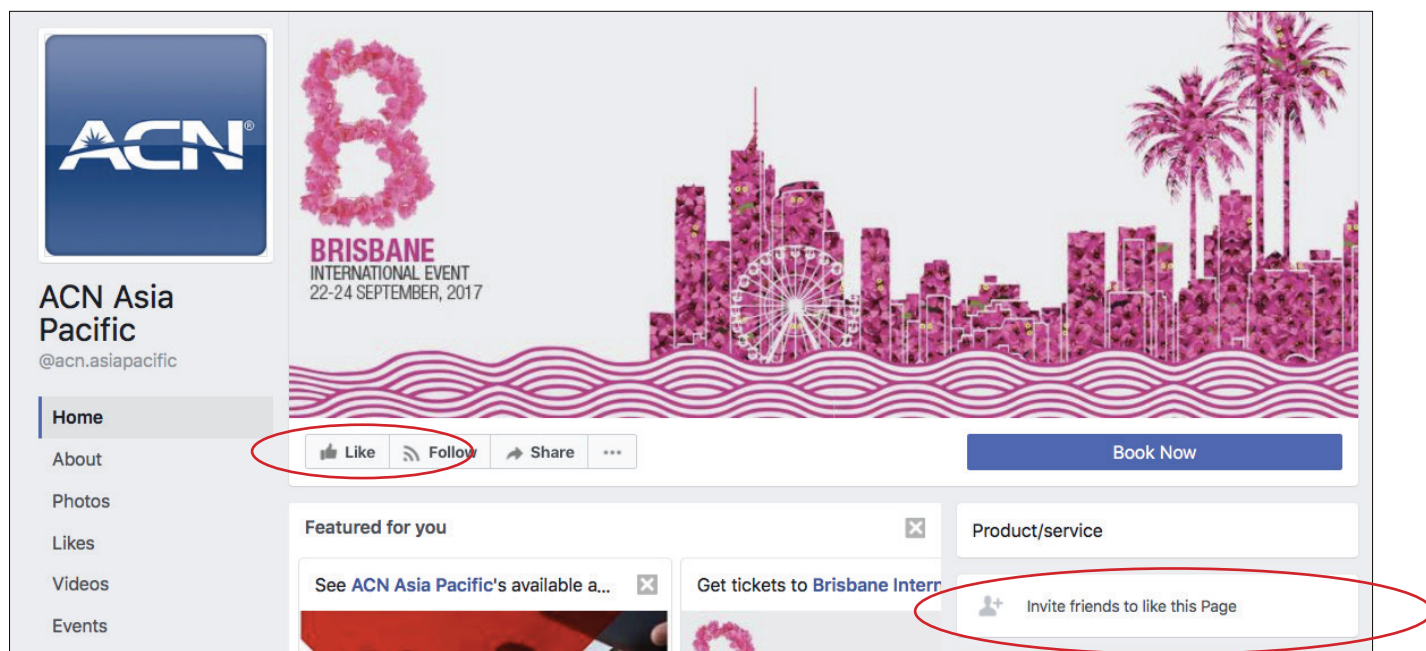
☐ Remember Me [Forgot your password?](#)

Email  Password

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 Pacific.

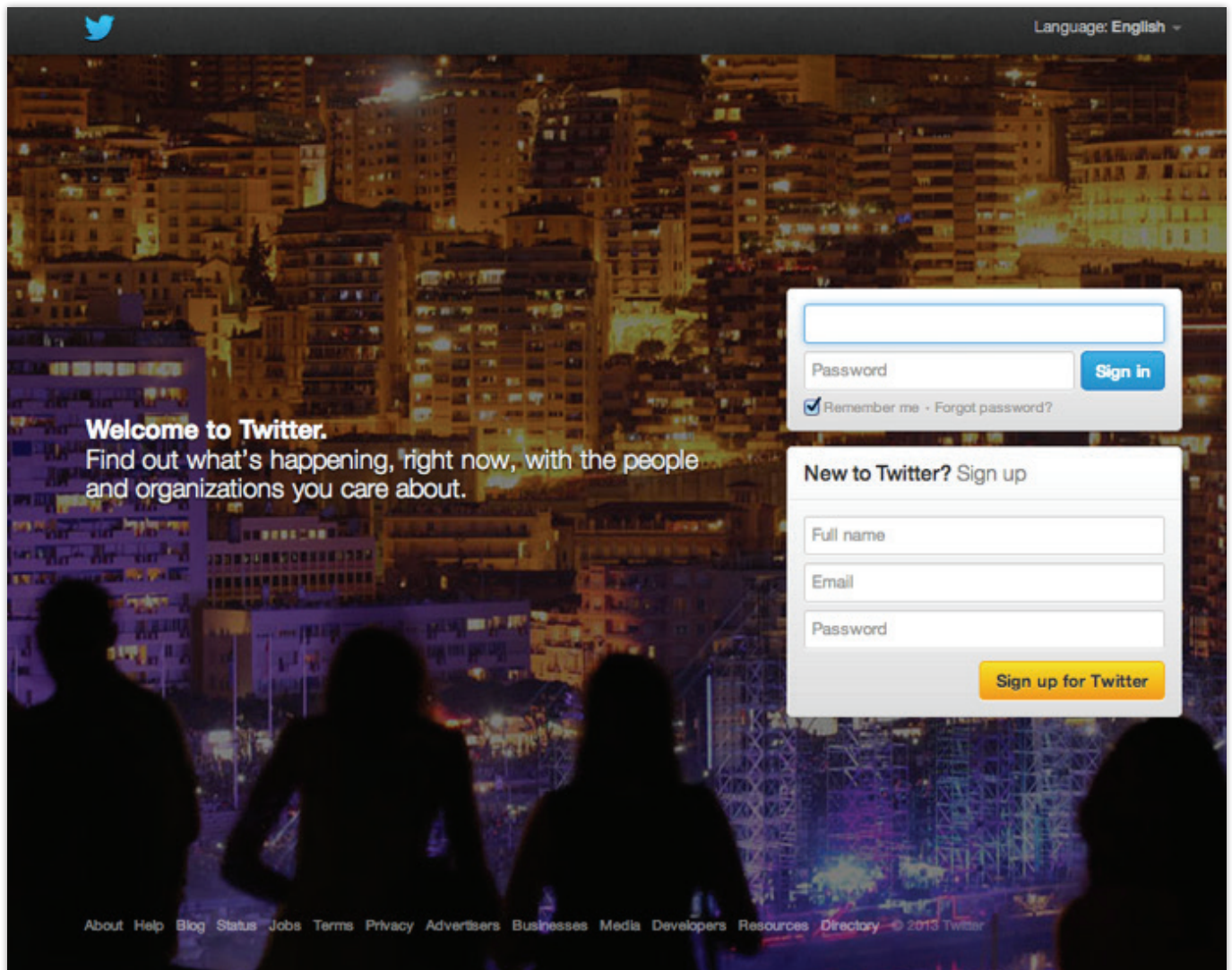
## How can I join the ACN Facebook page?

Once you have joined Facebook, you can either click the link here, or from [acnpacific.com.au](http://acnpacific.com.au). You can also type "[facebook.com/acn.asiapacific](https://facebook.com/acn.asiapacific)" into your browser, and select "Like" in the top left hand corner.



## Twitter

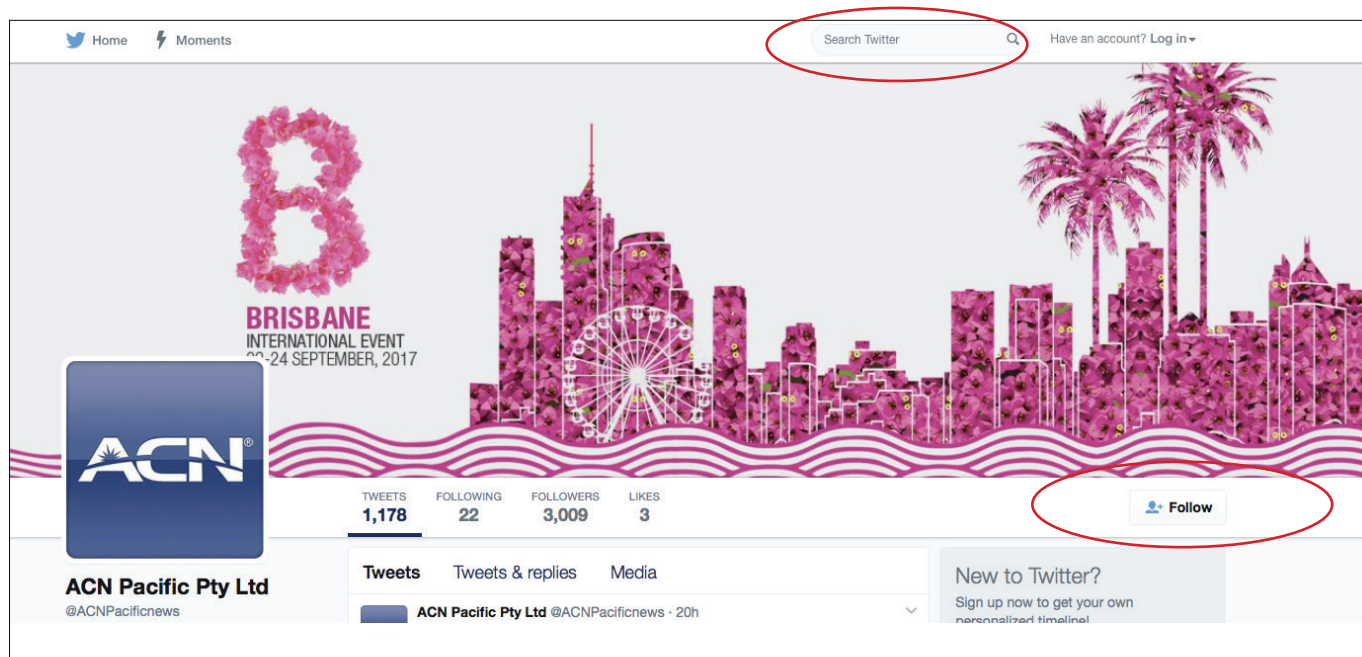
Signing up for Twitter is free, simple and quick.



1. Go to [twitter.com](https://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](https://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 that match your interests
- #hashtags are a great way to gain exposure and interact with like-minded people. Place the # before the keyword and remove all spaces between words i.e. #ACNPacific #ACNMobileNews
- Schedule tweets during peak times so your tweet gaining higher exposure
- Ensure your profile has a professional profile picture and an engaging header background to attract more and better quality followers
- You only have 140 characters per tweet – make sure you keep them short and sharp!

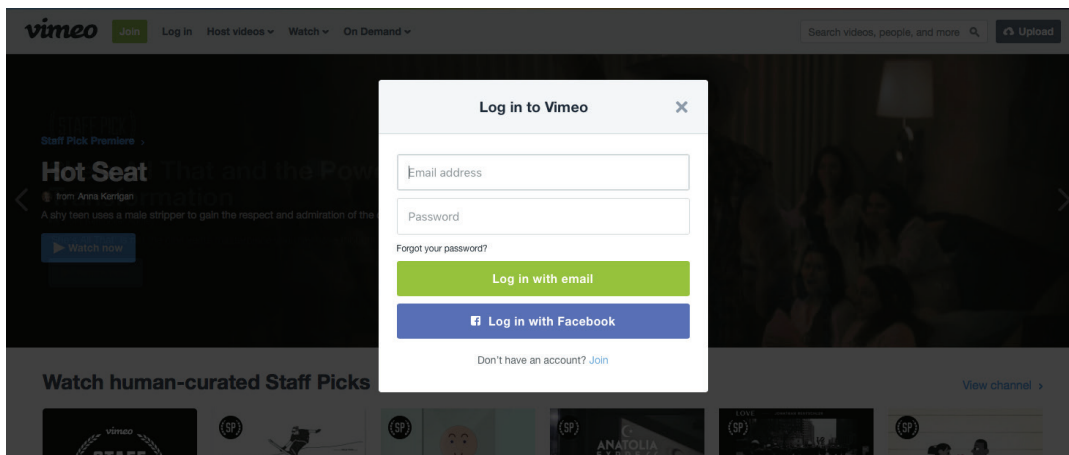


## Vimeo



Creating your Vimeo account is easy.

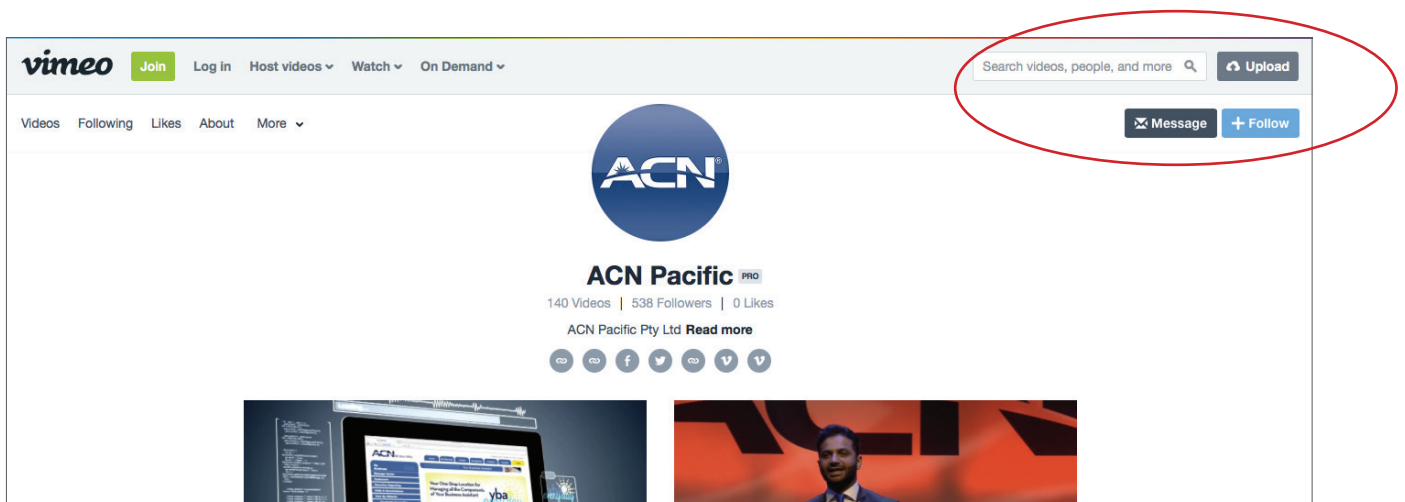
1. Go to [www.vimeo.com](http://www.vimeo.com)
2. On the homepage, you will see the fields you will need to fill out in order to sign up, such as your name, email address and password selection, then click 'join'.



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 Pacific Vimeo page?

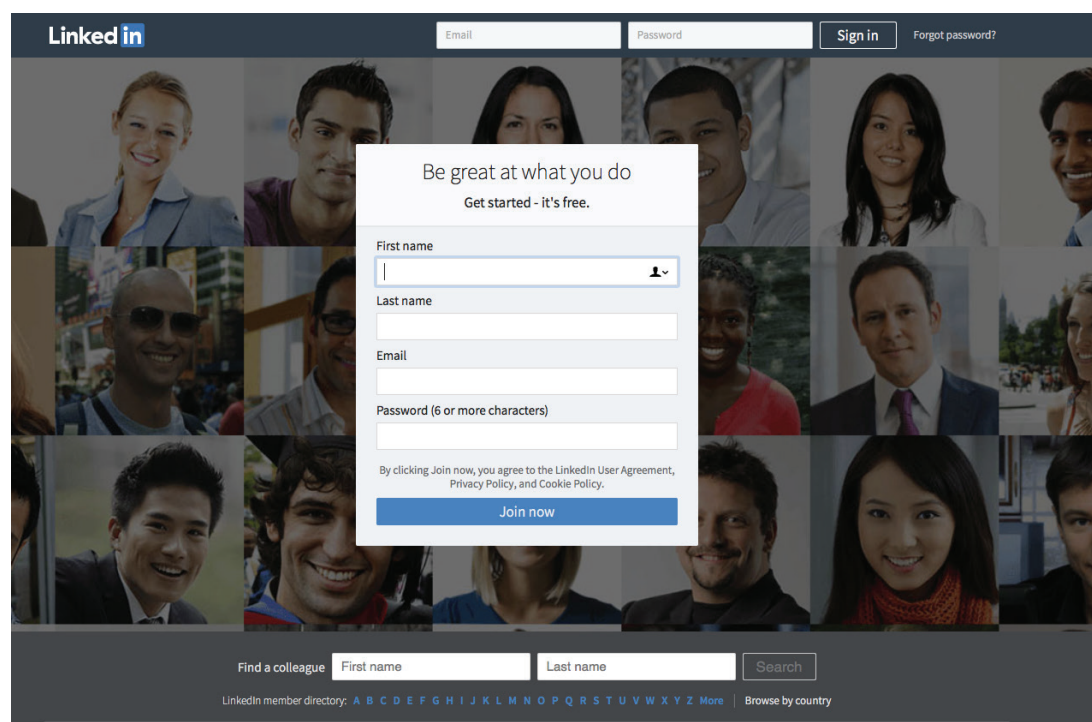
Either type in the following URL: <http://vimeo.com/acnpacific>, or search ACN Pacific in the search bar at the top of your Vimeo homepage, and click "Follow".



## LinkedIn



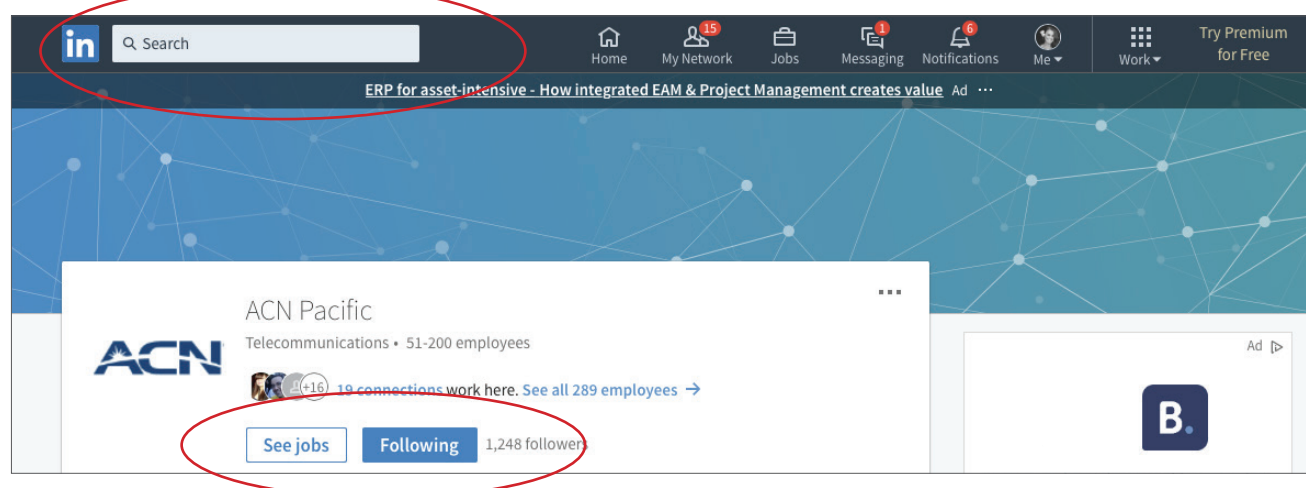
1. Go to <https://au.linkedin.com>
2. On the homepage, you will see the fields you need to fill in with your information in order to sign up, such as your name, email address and password selection. Once complete, click "Join now"



The image shows the LinkedIn homepage with a sign-up form overlay. The form has the following fields: First name, Last name, Email, and Password (6 or more characters). Below the fields is a checkbox for agreeing to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy. A "Join now" button is at the bottom of the form. The background features a grid of diverse people's faces.

## 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".





## Sharing Posts

ACN regularly creates and posts content targeted at existing and prospective IBOs plus your customers. These are for you to share.

### Examples:

