

**WELLNESS ADVOCATES MUST ALWAYS:**

- Act with integrity
- Be respectful
- Be authentic

**WELLNESS ADVOCATES WILL:**

- Be transparent and accessible
- Give and receive feedback with respect, style and grace, irrespective of hostility or aggression
- Respond quickly, factually and empathetically

**WELLNESS ADVOCATES WILL NOT:**

- Make misleading, unfair, inaccurate, or disparaging comparisons, claims, representations, or statements about other persons (including competitors), companies, their products, or their commercial activities
- Make unfair, misleading, non-compliant or inaccurate claims about dōTERRA, dōTERRA income opportunities, dōTERRA products or the commercial activities of dōTERRA
- Send unsolicited digital communications
- Be aggressive, dismissive or overly defensive
- Post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, or is otherwise unlawful
- Use or disclose any confidential information
- Comment or post any material that might otherwise cause damage to dōTERRA's reputation, or bring it into disrepute
- Sell dōTERRA products via internet auction and classified advertising websites such as ebay.com.au (Australia) or trademe.co.nz (New Zealand)
- dōTERRA reserves the right to interpret this policy and may change at any time without notice

**WE ENCOURAGE WELLNESS ADVOCATES TO LEAD BY EXAMPLE TO PROTECT DōTERRA'S UNIQUE CULTURE BY:**

- Always posting and responding with a positive voice that offers solutions and encouragement
- Edifying and encouraging all fellow Wellness Advocates regardless of their enrolment lineage
- Sharing content from dōTERRA's social media profiles on your own social media accounts
- Posting updates from dōTERRA -related events or conferences you are attending
- Being authentic and showing personality with behind-the-scenes and real time content

## **dōTERRA SOCIAL MEDIA POLICY VIOLATION PROCESS**

Seen a post that violates dōTERRA's Social Media policy? No problem! Simply follow the below steps:

### **1. TAKE A DEEP BREATH**

Chances are, the Wellness Advocate in question has no idea that they have acted outside of dōTERRA Social Media policy! 9 times out of 10 the mistake is completely innocent and comes from a good place of wanting to share essential oils with the world, so please do not react without thought. After all, our intent is to encourage, uplift and inspire wherever possible, not punish or bring people down.

### **2. MY TEAM, MY RESPONSIBILITY**

If the Wellness Advocate in question is a member of your team that you have a relationship with, then follow step 8 of the Social Media Guidelines and take it offline to educate and correct the situation.

### **3. OUTSIDE OF MY CONTROL**

If the Wellness Advocate in question is outside your team, or you have not had any luck helping to correct the violation, you may follow the Social Media Policy Violation Process;

## **STEP 1 - RECORD THE VIOLATION**

Include the following information;

- Name of Wellness Advocate in violation
- Screenshot
- Platform viewed on
- Time and date viewed
- Specific Group it was posted in (where applicable)
- Steps already taken to correct the post (where applicable)
- State the policy condition you believe has been broken

Once compiled, please send to [complianceaunz@doterra.com](mailto:complianceaunz@doterra.com) which is handled by the Australian dōTERRA office.

*Please note that the identity of the reporting Wellness Advocate will be kept 100% confidential from the violating Wellness Advocate. In submitting the complaint, you are also required to keep any details, discussion or outcomes of the complaint confidential.*

## **STEP 2 - WAIT**

It is important to note that contacting and educating a Wellness Advocate who violates Social Media policy can take anywhere from a couple of hours to a couple of weeks, so please be patient! You will receive an email to confirm that we have received your complaint, however you will not be kept abreast as to what action (whether that be disciplinary or otherwise) dōTERRA takes to rectify the situation. You will however be informed once the investigation has been completed via email.