

Social Media GUIDELINES

dōTERRA
AUSTRALIA & NEW ZEALAND

Be positive!



dōTERRA is a people-centric business - from time to time we all make mistakes! So think twice before you type - airing your grievances on Social Media or in private groups can only have one outcome; duplication! So unless you want a team of 'Negative Nelly's' to contend with, take it offline to your upline or Account Manager

#HAPPYDAYS

Ask first



As the online community pieces together who YOU are, chances are you'll have new people sitting up and wanting to be a part of your dōTERRA team! But before you open their eyes to a new world of essential oils, remember to look before you leap - ask your new friend if they have been referred to dōTERRA before, and direct them back to their original contact where appropriate

#GOODKARMA

Tell stories



Thinking about sharing some facts and figures about your favourite oil? Think again. Your followers don't care that your oil of choice is Wild Orange, they care about why YOU love it! So captivate your audience with an anecdote or two wherever possible

#TRUESTORY

Don't tell them, show them



Every picture is worth a thousand words! So why limit yourself to just a sentence or two? Help your followers connect the dots and snap a quick photo to accompany every post

#SEEINGISBELIEVING

Better together



Never dōTERRA alone! Help generate a feeling of community, while keeping your team up to date with the latest information through private Facebook Groups.

Share exclusive content, facilitate discussions and broaden your followers' dōTERRA horizon through regular group posts

#ALLINTHISTOGETHER

Provide value



Not every post is a sales pitch. "Serve, serve, serve, deserve" - ensure the majority of your posts are serving your followers with new and insightful ways to use and enjoy essential oils (without the call to action!). Give your followers reasons to want to shop before you give them the option

#NOBRAINER

Celebrate good times

It's not all about you! In fact, your success at dōTERRA relies heavily on your ability to help others succeed.

So when they do - shout it from the hills! Celebrate the wins - big and small - wherever possible

#WOOHOO



Be you!



dōTERRA success is all about establishing, developing and nurturing relationships. No one lives a perfect life! Chances are, your followers will more readily engage and identify with vulnerability and authenticity. So go on - show your true self!

#NOFILTER



1.2.3.. Action!



Want to connect 'face-to-face' from miles away? Then post a live video! Unscripted, unfiltered, unlimited potential!

With 6X the engagement power of photos or regular videos in three minutes or less, Facebook live videos or Insta-stories are a great way to entertain, connect and attract your followers

#HITPLAY

Listen up



Addicted to likes? Well you're not alone! So harness the dōTERRA culture of abundance and give as much as you receive. Comment, react and share posts more often than you post your own. Show your followers that you care! If you listen hard enough, you'll hear a thousand reasons why your followers need dōTERRA

#GETWHATYOUGIVE

