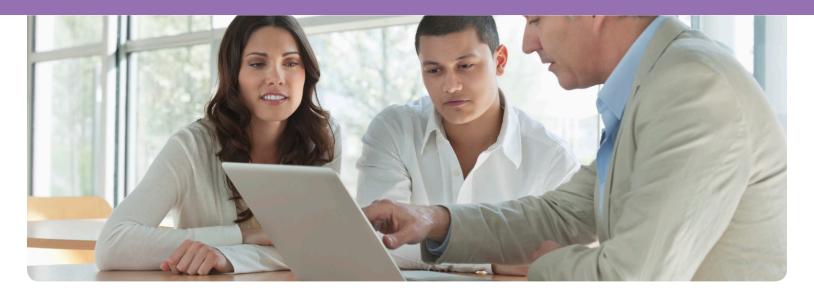
# dōTERRA® Social Media Claims Guide



The benefits of social media are vast. It is an easy way to connect with people around the world. You can find people who have common interests and spread the message of dōTERRA to an extent that would be impossible otherwise. However, it doesn't replace personal conversations and touch points. Once you meet someone online, get to know them through personal messages and share contact info. Share oils with them. The best way to help people understand the benefits of dōTERRA essential oils is by giving them an experience. Remember the first time you put a drop of Peppermint or Wild Orange on the palm of your hand and then inhaled? You could smell the potency, and others will too. Follow the 80/20 rule on your personal page: 80 percent of the time talk about your personal life, and limit 20 percent of your time to things that are related to dōTERRA. Make your posts natural and your relationships genuine.

#### Do's

- Post images of doTERRA products—your own or doTERRA's.
- Use only claims on the Approved Claims List.
- Talk about doTERRA in posts on pages, groups (public or private), and profiles.
- Have a moderator for your essential oil and team groups who sets the example.
- Share or repost doTERRA's posts and images.
- Delete comments from your posts that make disease claims (ex., "What do I do for diabetes?" becomes a disease claim as soon as anyone answers it.).
- Link to your doTERRA Replicated Website in posts and profiles.
- Link to official doTERRA sites such as doterrablog.com and doterraeveryday.com.
- Post about the business opportunity and share the earnings disclosure.
- Do invite people to classes and events using names that don't imply diseases (ex. "Why essential oils for your family and home" or "Make-N-Take Party! Calming bath balms with doTERRA Serenity").
- Do hold Facebook classes that use the Approved Claims List and proper wellness language when talking about doTERRA products.
- Do share videos from the doTERRA corporate YouTube Channel.

#### Dont's

- Post disease claims.
- Imply disease claims through words and/or pictures.
- Use doTERRA or trademarks in the name or title of a page, group, or profile.
- Use doTERRA images, trademarks, or trade dress in main or cover photos.
- Invite people to classes and events using names that include diseases (ex., "Using doTERRA to fight colds and flus" or "Make-N-Take doTERRA flu bombs and liquid Ambien").









Social Media Guidelines are used for Facebook, Instagram, Twitter, and Pinterest.

### Do's

# **Austin Ruff** ✓ Following ▼ Message ··· Friends 22 Mutual





**Pwify** essential oil blend has a refreshing aroma that helps eradicate unpleasant odors.





To use, add 2-3 drops in a diffuser and enjoy.

dōTERRA



## Dont's









