

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 dōTERRA products—your own or dōTERRA's.
- Use only claims on the Approved Claims List.
- Talk about dōTERRA 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 dōTERRA'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 dōTERRA Replicated Website in posts and profiles.
- Link to official dōTERRA sites such as doterrablog.com and dotterraeveryday.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 dōTERRA Serenity").
- Do hold Facebook classes that use the Approved Claims List and proper wellness language when talking about dōTERRA products.
- Do share videos from the dōTERRA corporate YouTube Channel.

Dont's

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



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

Do's



*Spring
Diffuser Blends*

3 drops Geranium
3 drops Grapefruit
3 drops Lime

3 drops Wild Orange
3 drops Fennel

5 MUST HAVE
dōTERRA OILS
FOR HIKING

PEPPERMINT
LAVENDER
HELICHRYSUM
WHITE FIR
TERRA SHIELD

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



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

naturally safe, purely effective,
simply the best
I heart dōTERRA essential oils

Dont's



MIGRAINE?

Don't wait for pills to kick in; stop that pain now!

Natural Treatment Options

Deep Blue for pain

Frankincense relieves inflammation

Allergy Cures
with Essential Oils

DigestZen:
Nature's Pepto-Bismol

At the first sign of digestive issues, reach for DigestZen! Applying it topically or drinking a drop in your water will alleviate pain and discomfort fast!

Suffering from Asthma?