



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.
- 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.
- 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 proper wellness language when talking about dōTERRA products.
- Do share videos from the dōTERRA corporate YouTube Channel.

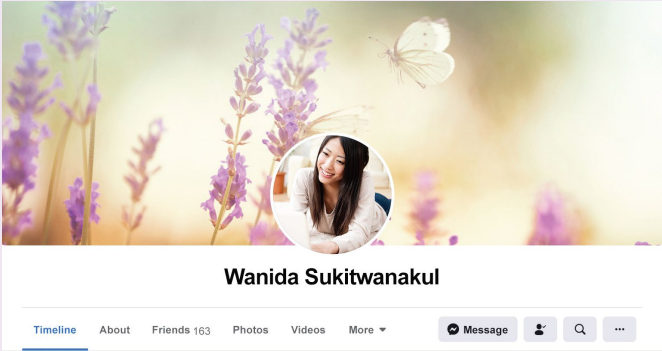
✗ Dont's

- 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").
- Use social assets that being copied from other source without permission from the owner.



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

✓ Do's



Essential Oils to Add to Your Skincare Routine

Add one to two drops of these essential oils to your skincare routine to help promote clean, smooth, and healthy-looking skin.

What does your skin need?

- Cleansing Properties**
 - Basil
 - Myrrh
 - Wild Orange
- Nurturing Properties**
 - Rose
 - Helichrysum
 - Coriander
- Soothing Properties**
 - Ylang Ylang
 - Frankincense
 - Clary Sage

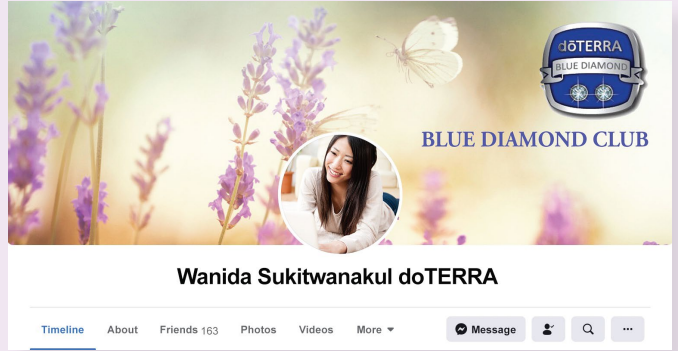
Easy Air

- ✓ Diffuse for a minty fresh aroma.
- ✓ Diffuse at bedtime for a restful environment.
- ✓ Promotes feelings of clear airways and easy breathing when diffused.

Zendocrine

- Tangerine Peel
- Rosemary
- Geranium
- Juniper Berry
- Cilantro

✗ 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

- doTERRA Lavender
- doTERRA Lemon
- doTERRA Peppermint

Suffering from Asthma?

- doTERRA Breathe (Eucalyptus)
- doTERRA Breathe (Peppermint)
- doTERRA Breathe (Eucalyptus)