

Body Wise Social Networking Policy

Please review this policy for guidance on how Body Wise Consultants should appropriately use social media sites such as Facebook, Twitter, YouTube, LinkedIn, forums and blogs. You may use these sites to promote the Body Wise opportunity, but you cannot use them to sell products directly to customers.

You should include a clear disclaimer that your personal page or site is operated by you as a Body Wise Independent Consultant and that the views posted there are not necessarily the opinions of Body Wise International.

Naming Your Site

Body Wise is a registered trademark of Body Wise International. You should not use this name in a way that claims any geographic region. Naming your social media page (blog or Web site) Body Wise America, Body Wise Canada, Body Wise California, Body Wise Chicago, etc., is prohibited.

You should also not post your title on social media sites, since the terms “Manager”, “Vice President”, “Director”, etc., can be misleading since they are commonly used for executives who work at corporate headquarters.

Your Body Wise business is a privately owned, independently operated business working with Body Wise International, which owns the proprietary trademarks, product names and service marks. If an Independent Consultant is found violating the social media policy, Body Wise has the right to take disciplinary action.

Cross Sponsoring

Cross sponsoring of any kind is not allowed, especially on social media sites. We define cross sponsoring as the enrollment of a person as a Consultant who already has Independent Consultant agreement on file with Body Wise, or who had such an agreement with a different sponsor within the preceding six months.

As an Independent Consultant, you should never demean, discredit or defame other Independent Consultants in an attempt to entice someone to join your team.

Leaving the Company

If you cancel your Independent Consultant agreement with Body Wise International, or the Company revokes it, you are required to remove all association with Body Wise from your social media sites, Web sites and blogs within 10 days.

8 Tips for Social Media

Body Wise values honesty, integrity and accountability. We believe that social media can extend the benefits of our products and the opportunity for financial freedom across North America.

Please take a moment to review these guidelines as you establish a presence on social media sites:

1. Make it clear that you speak for yourself as an Independent Consultant, not Body Wise International.
2. Be smart and tactful with your postings. Don't post anything that could embarrass you or someone else.

3. Don't mix business with politics, religion or divisive comments about any group on your social media sites. Any language, photos, cartoons or graphics that communicate discrimination based on age, sex, race, religion, ethnicity, sexual orientation or national origin goes against federal law and Body Wise values.
4. Avoid contact with negative people who like to call names and create controversy online. If you find negative comments on your site, simply remove them, stay calm, and resist the urge to fire back.
5. Make a good impression. People visiting your site may judge it quickly and pass on their opinions.
6. You and your site reflect Body Wise. As an Independent Consultant, you represent the Body Wise opportunity and Body Wise products. Use common sense when making any claims about product benefits and earnings. Look to the Body Wise catalog, Web site and product ingredient sheets as a guide to what you can and cannot say.
7. Don't try to sell directly to customers from your social media site. Facebook and other social media sites, as well as Body Wise policy, prohibit this practice.
8. Adhere to Body Wise policies. The same guidelines that apply offline apply online.