



Amway Social Media Guiding Principles

1. Keep it simple. Create one profile and stick to it. It makes tracking you easier, both for your network and prospects. Consider having only one or two active networking accounts in addition to your Amway personal retailing web site.
2. Be Positive and upbeat—No one likes a whiner, that's for sure. People like engaging business with positive people. And remember, those negative comments can last a long time and can cast a dark shadow on your business.
3. Find a good mix between business and personal messages. No one wants to be bombarded with hard sell messages or details of what you eat for lunch either. Maintain a balance between business and personal in your social network messages. Motivational, DIY/ useful and funny contents and cats also works 😊
4. Social media is a great connection tool, but it will never replace face-to-face contact. The web can help you initiate and develop relationships, but nothing beats live, one-on-one time with your customers. Personal meetings and phone calls are important. Remember, social media doesn't replace the real you.
5. Be strategic. Filter and concentrate on the people with the most potential for you. Don't just follow or connect with everyone who asks you to. Check them out first. Their business pursuits or personal style may not be a good fit for the rest of your network to see.
6. Don't be a spammer. Nobody likes spam. People don't always appreciate it when others use public forums for self-promotion. Likewise, doing so could put you at odds with the Amway Rules of Conduct regarding soliciting and advertising.
7. Be a good listener. This is a guideline that applies to any sales situation. You need to understand what your customers' needs and wants are before you can meet them. Social media isn't just a way to get your message across. Like all effective communications, social media needs to be a two-way process.
8. Be transparent, authentic and honest. Always be truthful and accurate. One thing about social media is that what is said can spread instantly around the world and it can last for a long, long time. Remember, misleading or false claims can damage reputations – yours and Amway's. If you plan to talk about your business, be open about the fact that it is an Amway business.
9. Be relevant and credible. Pay attention to #trends. If you want to become a trusted source of information on a topic to help build your business, combine your personal comments and stories with meaningful advice, tips or articles that others would care about.
10. Be respectful of other people's opinions. They have the right to speak the truth as they believe it or as they have experienced it. The best way to influence a person is through actions, not words. Show them you are their friend and member of the community by acting as such.



11. Follow the Amway rules of conduct. Among other things, Amway's Rules of Conduct are designed to help you represent your business, and Amway, in the best possible light. Be sure you are aware of, and adhere to the Rules of Conduct to get the most benefit from your online marketing efforts.