



M O N A • V I E

GUIDE TO SOCIAL MEDIA

INTRODUCTION AND SCOPE OF SOCIAL MEDIA

If you're a MonaVie employee, distributor, or contractor creating or contributing to blogs, wikis, social networks, virtual worlds, or any other kind of social media both on and off MonaVie.com—these guidelines are for you. We expect all who participate in social media on behalf of MonaVie to be trained and to understand and follow these guidelines. These guidelines will continually evolve as new technologies and social networking tools emerge. MonaVie will also provide training for both distributors and employees—so check back to make sure you're up to date.

THESE GUIDELINES APPLY TO YOU IF YOU DO ANY OF THE FOLLOWING:

- Maintain a blog or profile page on one of the social or business networking sites (e.g., Twitter, LinkedIn, Facebook, MySpace);
- Comment on others' blogs for personal or business reasons;
- Leave product or service reviews on retailer sites or customer review sites;
- Take part in online votes and polls; or
- Take part in conversations on public and private web forums (message boards).

Most of these activities can be grouped together under the heading "social media."

Generally speaking, the guidelines apply for anything you do online where you share information that might affect your colleagues, distributors, or MonaVie.





WHAT IS SOCIAL MEDIA?

Social media is more than just a status update, the latest technology fad, or random conversation. Social media is redefining how we communicate to each other and relate to the organizations that serve us. While it is commonly represented by blogs, podcasts, vlogs, wikis, user generated content, and social networks, social media is not about those specific things as much as it is about what happens because of those things. This includes the ability and desire to easily SHARE with each other; to build upon that which is shared; and to discover people, places, and things that are of interest to YOU—instantaneously.

While there are many social networking sites available, MonaVie has officially launched efforts on Facebook and Twitter, but you will also find us on YouTube and the professional social networking site LinkedIn.

THE SOCIAL MEDIA LANDSCAPE

THERE IS A WEALTH OF INFORMATION ABOUT SOCIAL MEDIA THAT EXISTS BOTH ON AND OFFLINE. WE GATHERED A FEW DEFINITIONS AND FACTS THAT MAY HELP YOU BETTER UNDERSTAND THE LANDSCAPE.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

FACEBOOK STATS

- More than 500 million active users.
- 50% of our active users log on to Facebook in any given day.
- Average user has 130 friends.
- People spend more than 500 billion minutes per month on Facebook.
- There are more than 160 million objects that people interact with (pages, groups, and events).
- Average user is connected to 60 pages, groups, and events.
- Average user creates 70 pieces of content each month.
- More than 25 billion pieces of content (e.g., web links, news stories, blog posts, notes, photo albums) shared each month.
- About 70% of Facebook users are outside the United States.
- More than one million websites have integrated with Facebook Platform.
- More than 150 million people engage with Facebook on external websites every month.
- There are more than 100 million active users currently accessing Facebook through their mobile devices.
- People who use Facebook on their mobile devices are twice as active on Facebook than non-mobile users.

Source: [*http://www.facebook.com/press/info.php?statistics](http://www.facebook.com/press/info.php?statistics)

The Twitter logo, featuring the word "twitter" in a light blue, rounded, lowercase font with a white outline.

TWITTER STATS

- 106 million users.
- 300,000 new users per day.
- 180 million unique visitors.
- 75% of Twitter traffic is outside Twitter.com.
- 3 billion requests a day (which gives you an idea of how many tweets are read daily).
- 55 million tweets per day.
- 600 million search engine queries every day.

Source: <http://www.businessinsider.com/twitter-stats-2010-4#twitter-now-has-106-million-users-1>



YOUTUBE.COM

YouTube is the world's most popular online video community, allowing millions of people to discover, watch, and share originally created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers, large and small.

YouTube allows people to easily upload and share video clips on www.YouTube.com and across the Internet through websites, mobile devices, blogs, and e-mail.

- People watch 2 billion videos a day on YouTube and upload hundreds of thousands of videos daily.
- Every minute, 24 hours of video is uploaded to YouTube.
- Our user base is broad in age range 18–55, evenly divided between males and females.
- Fifty-one percent of YouTube users go to the site weekly, or more often, and 52 percent of 18–34 year-olds share videos often with friends and colleagues.

Source: http://www.youtube.com/t/fact_sheet



SOCIAL MEDIA TRAINING AND ETIQUETTE

Emerging platforms for online collaboration are fundamentally changing the way we work, offering new ways to engage with customers, colleagues, and the world at large. It's a new model for interaction, and we believe social networking can help you build stronger, more successful business relationships. It's also a way for you to take part in global conversations related to the work we are doing at MonaVie and the things we care about. We encourage all MonaVie distributors and employees to be involved in social networking, but to do so in a responsible manner. As such, we will soon be rolling out new training and tools to help educate and promote MonaVie on social networking platforms.

MONAVIE'S 9 RULES OF SOCIAL MEDIA ENGAGEMENT

While there are many who believe that there are no rules when it comes to social media, it is really quite the contrary, if you are going to be successful. So before you blast "Drink MonaVie" all over the Internet (which MonaVie does not advocate), we hope you will heed the following guidelines as you explore the social networking world:

- 1. BE A GIVER** – You've heard the adage, "it is better to give than to receive," and the same applies to social media. If you are looking to establish new relationships and further enrich current ones, you need to bring value to the conversation. Be interesting...not a salesman. Ask questions about the person because you care about them, not because you have a hidden agenda. Once you have built trust, opportunities will come. Build a reputation online as someone who is credible, interesting, and trusted. We also encourage you to comment, ask questions, and make new online connections using the MonaVie blog, Facebook, and Twitter pages, as well as other blogs and sites you visit.
- 2. BE ACCOUNTABLE AND REMEMBER WHO YOU REPRESENT** – Social media is about being yourself and using transparency and authenticity to make and maintain your relationships. If you make a mistake or offend a friend somehow, own up to it and be accountable. Remember that what you say and do reflects not only on you, but also on MonaVie. In addition, the Federal Trade Commission (FTC) recently announced new guidelines regarding endorsements and testimonials. Posts made on forums or message board affiliates must disclose this information. (A summary of the guidelines are posted in this policy on page 7, as well as a link to the FTC guidelines.)
- 3. DON'T BADMOUTH OTHERS OR THE COMPETITION** – Making enemies on social media sites will get you nowhere fast, and may reflect poorly on you or MonaVie. Focus on what makes you unique and keep it positive. If there are antagonistic remarks made from others, getting into an argument is usually a no-win situation. Remember you can ignore or block certain posters who are nothing but antagonistic to you, instead of providing more ammunition for them.
- 4. BE YOU!** – Instead of using your favorite superhero's name (or "MonaVie" – see your policies and procedures), why not use a variation of your own name? You are a person first...not a brand. Use a picture of yourself (a good one) on your profile page, not a logo. Remember that social media is about being authentic, and if you are a distributor of MonaVie, then go ahead and reveal it in your bio. Be upfront, so there's no question of who you are, what you do, and what company you represent. (See FTC Guidelines.)

5. BUILD QUALITY RELATIONSHIPS – People are more willing to help those whom they really know. By building quality relationships with other users, you'll always have someone in your corner to back you up. Remember, relationships require the participation of both parties; so, be a good participant in your social media relationships.

6. IT'S NOT VEGAS! – What happens on your site, or MonaVie sites, for better or worse may not just stay on your site. If you make an outrageous claim or offend one of your contacts, there's a chance your mistake will take on a new life on other websites, blogs, and Google. Social media sites are not the venue to provide proprietary information, disclose private financial information or post embarrassing comments and pictures of others. If there are ever any questions about MonaVie, its products, or information, please refer to the MonaVie website or call MonaVie Support at 1-866-217-8455.



7. MAYBE THEY'RE JUST NOT THAT INTO YOU – If you are constantly pushing your business and views, and asking for help without giving back, you will find yourself with very few friends and even fewer who are receptive to what you have to say. Instead of constantly posting about MonaVie opportunities on Twitter and Facebook, try to engage your friends and followers and find things you may have in common. For instance, thank friends regularly, listen to their posts, remember their birthday, and do something nice (maybe give them free product?). When you help others, they are more likely to help you and be receptive to what's going on in your life. (See #1.)

8. LISTEN TO OTHERS – One of the first things users should do before contributing, is to listen. See how others post, look at what information is interesting to you, and see how you fit into the conversation and community. Listen to the people commenting on your Facebook page or Tweeting at you. Understand where they're coming from and ask yourself how would you like to be communicated with? You don't know everything, and you can learn from others if you take the time to listen.

9. R-E-S-P-E-C-T AIN'T JUST A SONG – Respect others and they will respect you. Respect MonaVie and what the company stands for. Respect proprietary and confidential information. Transparency does not mean coughing up confidential information. If there is a question of whether your post is crossing a line, then you most likely already have your answer. Employees and distributors who share proprietary or confidential trade secrets can lose their jobs and be subject to a civil lawsuit. Respect copyrights and attribution. Always give credit to other people's work.

5 TIPS EVERY MONAVIE DISTRIBUTOR NEEDS TO KNOW ABOUT THE NEW FTC GUIDELINES

The Federal Trade Commission (FTC) recently came out with revised guidelines in regard to endorsements and testimonials, effective December 1, 2009. MonaVie wants to make sure all of its distributors are aware of these changes and requires all of its distributors to comply with the new guidelines.

1. MONAVIE DISTRIBUTORS WHO PROVIDE TESTIMONIALS ONLINE AND OFFLINE MUST BE TRUTHFUL AND SUBJECT TO TYPICAL RESULTS

If you are a distributor and want to share your story or testimonial anywhere, first ask yourself if the results can be typical? **Thus, testimonials about MonaVie products or money making opportunities must conform to MonaVie approved statements.**

While distributors may not think of themselves as “advertisers,” or their individual stories as “endorsements,” the new guidelines seem to explain otherwise. An endorsement is any advertising message (written, verbal demonstrations or depictions of the name, signature likeness or other personal characteristics of an individual, or the name or seal of an organization) that would imply it is the opinion, experience, belief, or finding of a party other than the sponsoring advertiser.



The advertiser must have adequate substantiation for any experience described by the endorser (i.e., typical results). Gone are the days of simply posting “results may vary.”

- Ex. “MonaVie Pulse restored my eyesight.” While that may be an honest opinion, it is not a typical result, and therefore, any such opinion posted online or said offline would be in violation of the current guidelines, unless there is valid research to support the claim.
- Ex. “I made \$25,000 in one month with MonaVie, and you can too.” While this statement may be true...the result is not “typical.” Such statements would be in violation of the current guidelines. Whenever discussing earnings, you should refer to the Income Disclosure Statement and provide the link or actual document.

2. DISTRIBUTORS MUST DISCLOSE THEIR RELATIONSHIP OR IDENTIFY THEMSELVES AS A MONAVIE INDEPENDENT DISTRIBUTOR WHEN MAKING COMMENTS IN REGARD TO MONAVIE OR MONAVIE PRODUCTS ON BLOGS, WEBSITES, MESSAGE BOARDS, OR SOCIAL NETWORKING SITES (E.G., FACEBOOK, TWITTER).

We require all distributors to identify themselves as independent distributors on their blogs and social networking pages if they plan on talking about or endorsing MonaVie in any way. Remember, social networking is about being transparent and authentic. If you are responding to a health article online and are going to say something about MonaVie, or are simply replying to a friend on Facebook about a new MonaVie product, you are now required to disclose that you are an independent distributor. Posting the disclosure simply on your blog or social networking page is not enough; you must also do so when posting comments. If you provide an endorsement or testimonial on your blog site that does not comply with these new guidelines, we suggest you take that information down. If you have video testimonials embedded into your blog, or anywhere else online, that do not comply with these guidelines, we suggest you take those down as well.

Within the new guidelines, the FTC has provided several examples of how the guidelines could be applied. Very few examples would actually apply to MonaVie distributors; however, here is one example of how distributors who post on message boards or social networking sites should disclose a relationship.

“Example 8: An online message board designated for discussions of new music download technology is frequented by MP3 player enthusiasts. They exchange information about new products, utilities, and the functionality of numerous playback devices. Unbeknownst to the message board community, an employee of a leading playback device manufacturer has been posting messages on the discussion board promoting the manufacturer’s product.

Knowledge of this poster’s employment likely would affect the weight or credibility of her endorsement. Therefore, the poster should clearly and conspicuously disclose her relationship to the manufacturer to members and readers of the message board.” *Source: <http://www.ftc.gov/os/2009/10/091005revisedendorsementguides.pdf>*

3. MONAVIE AND MONAVIE DISTRIBUTORS CAN BE HELD LIABLE FOR FAILURE TO COMPLY

According to the new guidelines, “Endorsements must reflect the honest opinions, findings, beliefs, or experience of the endorser. Endorsements may not imply, suggest, or express any representation that may be deceptive. Endorsers and Advertisers are liable for any false or deceptive statements or for failing to conspicuously disclose required information.”

When someone becomes a distributor for MonaVie, they are not just representing themselves, but also MonaVie. As such, under the new guidelines both parties can be held liable for possible violations. While many of our distributors have compelling stories or testimonials of benefits MonaVie products may have provided for them, as a distributor, these testimonials can be regarded as endorsements and are subject to the new guidelines.

4. THE FTC DOES NOT HAVE A SOFT SPOT FOR “HEALTH” COMPANIES

There has been some chatter regarding the enforcement of the new guidelines and how the FTC will police the millions of blogs and comments on the Internet. There is some vagueness as to how these new regulations will apply specifically to MonaVie and its distributors, and the regulations themselves state they “do not purport to cover every possible use of endorsements in advertising.”

Richard Cleland, FTC assistant director, division of advertising practices, in a recent interview with Fast Company (<http://bit.ly/yjcSQ>) commented on enforcement of the new guidelines (emphasis added):

“I realize there are hundreds of thousands of bloggers out there. Enforcement on a case-by-case basis is not a realistic approach. There are other types of enforcement, surfing the Internet, **finding companies that are making significant health claims about products**, identifying where problems exist. We’d alert Web sites to potential problems and then invite them to contact us about questions of compliance. I don’t think it’s a matter of the enforcement side being weak but the most cost-effective tool in our arsenal. In this case, we’re going to rely more on voluntary compliance than prosecution. That’s the most likely source that we’ll be able to use to identify a problem, and if we do see a problem at a ground level and then ask the right questions, we’ll figure out why there’s a problem pretty quickly and go from there.” Also, Cleland adds, **“Competitors are very quick to turn people in. I’ve never suffered from a shortage of competitive complaints.”**

In researching to obtain clarity on this subject, Cleland repeatedly cited “açaí berry” sites as making outrageous claims, and even hinted such sites might not receive a warning, before action is taken.

In addition, do not assume that just because the FTC may not have the resources to monitor every single blog or social networking site that our competition is not monitoring what you are saying. MonaVie has seen phenomenal success and growth, and there will be many who want to see us fail. While it is safe to say that the FTC will likely target sites with many followers/subscribers, as opposed to a small personal blog, it is still best to err on the side of caution because you are part of a highly successful and growing company.

5. IGNORANCE IS NOT BLISS

MonaVie will be monitoring the new regulations and inform distributors as necessary, but we highly suggest distributors take a chance to read the new regulations themselves and help share this advice with other distributors.

The new guidelines can be viewed here:

<http://www.ftc.gov/os/2009/10/091005revisedendorsementguides.pdf>

For any other questions about these guidelines, contact the Compliance team at compliance@monavie.com.

MODERATION GUIDELINES

Moderation is the act of reviewing and approving content before it's published on a site. MonaVie does not endorse or take responsibility for content posted by third parties. For posts to MonaVie's blog, we will require users to post their email address, and all posts will be moderated based on the following criteria:

- **Registered Content:** Registered content is content submitted as a comment, reply, or post to a MonaVie site where the user has logged in giving their name and email address. Comments will be published based on moderator approval. Posts that are offensive, profane, demeaning, and harmful to others will be rejected. Both positive and negative posts will be approved so long as it is within the context of a conversation and a thoughtful post.
- **MonaVie Content:** We do not moderate content we publish. This means we allow our blog authors to post directly without approval, as long as they have taken the required trainings.

ADDING DISCLAIMERS AND SPEAKING FOR MONAVIE

Unless your job is to speak on behalf of the company, employees and distributors are encouraged to use their own voice. MonaVie at times can be the target of lawsuits and opposing parties may seek to use statements from employees and distributors against MonaVie. If you have your own blog, you can use a disclaimer to this effect: "This blog contains my own views and does not necessarily reflect the view of MonaVie." If your blog is specifically about MonaVie, and its products, and you are a distributor or employee, then you are required to disclose this relationship conspicuously on your site.

Please avoid using broad generalizations about MonaVie products and stating your opinions as fact. When you do post a comment or speak about MonaVie, make it clear you are speaking for yourself. You could begin such statements using "IMO" (in my opinion), but also remember when endorsing MonaVie or its products, such disclaimers are not valid (see FTC rules).

REMEMBER YOUR POLICY AND PROCEDURES

The people with law degrees would also like you to remember the following:

- Because international distributors will have access to the page, product claims (both general and specific) and opportunity claims should be avoided. (*Section 4.1 and 4.2.*)
- Distributors should avoid discussing or promoting the opportunity in countries that we are not doing business in. (*Section 4.13.4.*)
- The site should be MonaVie focused rather than system focused; do not claim or imply that any one distributor system is better than another. (*2.1.4, 2.1.5, 2.2.4, 2.3.6.2.*)