



USANA Social Media Policy (for Independent Associates)

Revised: January 2017

INTRODUCTION

USANA Health Sciences, Inc. is a topic of discussions every day. The company and its products are part of thousands of online conversations via social media. Participation in these conversations is vital to the continued growth and positive reputation of USANA, and we are committed to ensuring we communicate in the right way.

Social media and technology are continually evolving, requiring us to change the way we look at the world and how we work. Social media has become a major participant in how we engage with customers, friends and colleagues on a worldwide stage. We believe this kind of interaction has become crucial in helping build stronger, more successful business relationships.

SOCIAL MEDIA VISION

USANA Health Sciences is guided by four core values that are shared by employees and independent Associates worldwide. In demonstrating these values we are making positive contributions to the company culture and to the overall success of USANA.

- Community
- Excellence
- Health
- Integrity

Social media is perhaps the biggest game-changer for business since the advent of the personal computer. **With such power comes great responsibility.** Social media is often the first click when a person wants to learn more about an organization (or to express praise or disdain about a particular brand or user experience).

The following document is designed to help guide independent Associates as they communicate online and to ensure their activities remain in line with USANA's core values. These rules will evolve as new social networking tools emerge, so check back regularly to make sure you're up to date.

USANA encourages all of its independent Associates to explore and use social media at a level at which they feel comfortable. We encourage you to **have fun, but be smart.** The best advice is to approach the online world using **sound judgment** and **common sense.** Make sure you adhere to USANA's **values** and follow other applicable policies.

COMPANY COMMITMENTS

USANA adheres strongly to its core values — community, excellence, health and integrity — when interacting online. We expect the same commitment from all our independent Associates. Any deviation from the commitments may be subject to disciplinary review or other appropriate action.

POLICIES

1. Disclose: It's hard to hide anything online, so be honest. Your honesty — or dishonesty — will be quickly noticed and affect your standing — and possibly USANA's — within the social media community. Please represent USANA ethically and with integrity.

- **Transparency** in every social media engagement.
 - Use your real name and identify that you are a USANA Associate.
 - Bloggers and social media influencers must also disclose to their readers when we're associating with them — providing them with product samples or hosting them at USANA events.
- **Be truthful.** If you have a vested interest in something, be upfront and be specific.
- **Be yourself.** Stick to what you know. If you publish to a website outside USANA, please use a disclaimer: "The postings on this site are my own and don't necessarily represent USANA's positions, strategies, or opinions."

2. Protect: Make sure all that transparency doesn't violate USANA's confidentiality or legal guidelines for commercial speech — or your own privacy. **If you're online, you're on the record** — everything on the Internet is public and searchable. What you write is ultimately your responsibility.

- **Don't slam the competition** (or USANA): Don't publish anything that isn't true or may be misleading. All claims must be substantiated and approved.
- **Don't overshare:** Once you hit "share," you usually can't get it back. Even deleted items are searchable on the Internet.

3. Be compliant: Compliance guidelines are in place not only to protect the company but also to ensure each of us is adhering to regulatory and advertising guidelines. Using Facebook and other social media for its intended purpose — sharing information about USANA, communicating with your networks, etc. — is perfectly fine in the eyes of the USANA Ethics team. Posting status updates, sharing photos, and using Facebook events to invite people to a call or a USANA meeting is fine to do for all Associates.

Here is the social media section from USANA's larger Policies and Procedures document:

Associates may use social networking sites (Facebook, Twitter, Instagram, etc.), to:

- 1. Communicate involvement with USANA and other information about the company*
- 2. Direct users to approved USANA web content, including an Associate's personal USANA webpage (PWP)*

3. *Post approved USANA education tools and other approved content*
4. *Participate in the following business-building activities: promote upcoming meetings or events, advertise products by linking to your USANA shopping cart or any other USANA approved material, and encourage viewers to contact them for more information about the products or business.*

It is essential when promoting USANA on social media that USANA Associates abide by all policies relating to business and product claims. Please refer to sections 3.4.1, and 3.4.2, and 5.1 in the company's Policies and Procedures document for a reminder of these policies.

Associates must avoid posting anything profane, vulgar, libelous, threatening, etc. as determined by USANA, and they should adhere to the terms and conditions of the social sites on which they post. Associates are also prohibited from using USANA or trademarked names in the name of their Facebook page, Twitter handle, etc. USANA reserves the right to require an Associate to remove any post that it deems inappropriate.

For full details of USANA's advertising policy, including the policies that apply to websites, blogs, etc., please see section 3.3.1.

Additionally:

- **Any unapproved health or income claim is strictly prohibited.** For advice on how to give proper claims, or change an improper claim to a proper claim, please contact USANA Ethics directly.
- **Sharing with the larger community:** If you are using social media as a way to share information with the larger community — as social media is most commonly used — you are welcome to do so without Ethics approval.
- **Associate Facebook pages:** Any Associate is allowed to create a Facebook business page. Please make certain when you name it you make clear you are an independent Associate so the pages aren't confused with USANA Corporate pages.
- **Product photos:** Associates are welcome to post product photos they have themselves taken. They may also link to content (blog posts, Facebook posts, tweets, etc.) published by USANA Corporate. Please do not upload unapproved photos to create your own social media materials/content without first receiving permission from Ethics.

4. Copyright and fair use: When posting, be mindful of copyright, trademarks, rights of publicity, and other third-party rights.

5. Responsibility: Do not use USANA's technology to align with any organizations or websites that deploy the use of excessive tracking software, adware, malware, or spyware.

BEST PRACTICES

Social media sites are a great way for USANA Associates to express themselves. These tools are also a great way to further USANA's business. That said, it is important that all Associates are aware of the possible implications of engaging in forms of social media and online conversations that reference USANA and/or the Associate's relationship with USANA. Associates need to recognize situations when USANA might be held responsible for their personal behavior.

Remember, you are allowed to speak "**about**" USANA but not "**on behalf of USANA.**"

- 1. Think twice before posting:** Privacy does not exist in the world of social media. Search engines can turn up posts years after they are created, and comments can be forwarded or copied. If you wouldn't say it at a conference or to a member of the media, think twice about posting. If you are unsure about posting something or responding to a comment, contact the Ethics team.
- 2. Strive for accuracy:** Get things right the first time. Check facts and review content for spelling and grammatical errors before posting on social media. Your posting could be someone's first impression of USANA.
- 3. On personal sites, identify your views as your own.** If you identify yourself as a USANA Associate online, it should be clear that the views expressed are not necessarily those of USANA.
- 4. Be respectful:** Once you post something, you are inviting a discussion. This can encourage both positive and negative comments. Use tact in your responses, carefully considering how they will reflect on the poster and/or USANA's voice.
- 5. Remember your audience:** Depending on where you post and your privacy settings, a number of different people from many walks of life will see your content. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.
- 6. You are responsible for your actions.** Anything you post that can potentially tarnish USANA's image will ultimately be your responsibility.
- 7. Use common sense:** Online, the lines between public and private, personal and professional are blurred. Just by identifying yourself as an USANA Associate, you are creating perceptions about your expertise and about USANA.
- 8. Add value:** People produce a lot of spam. Make your post valuable by providing helpful and thought-provoking content. Engage with your followers and cite from others content that helps build on the conversation.
- 9. Keep it cool:** A debate can quickly turn into a fight if not careful. You don't have to respond to every criticism, but when you do, you should try to remain constructive and considerate.
- 10. Did you screw up?** One of the biggest mistakes you can make is not owning up to a mistake. Quickly admit to your error and make your correction. If you're posting to a blog, you may choose to modify an earlier post — just make it clear that you have done so.

CONTACT INFORMATION

If you have questions specifically relating to social media tactics and best practices, please contact: Tim Haran, Director of Social Media, (801) 954-7622 or tim.haran@us.usana.com.

If you have questions about USANA corporate policy as it relates to social media, please contact the USANA Ethics team at ethics@usana.com.

If you are an Associate and have a question about products, the business or anything relating to your USANA account, please contact your local Distributor Services Representative or e-mail customerservice@usana.com.