



Social Media Guidelines

Date: August 2019

Clubco Direct welcomes the use of the Internet and on-line communities to promote our products, services, and income opportunities. However, as with any written or spoken advertising, ethical and compliant use of such media must be maintained. This encompasses company-sponsored communities as well as those maintained by our Club Members and Reward Members (independent representatives.) It is the intent of Clubco Direct that these communities build and exchange ideas. We welcome and encourage your frequent and candid participation.

Clubco Direct audits and monitors web activity for unapproved and/or unauthorized advertising on a continuing basis. Should we locate anything we find out of compliance, we may request that it be taken down or removed immediately. All notices and requests will be made in accordance to the appropriate section or your Membership/Member agreement. Failure to comply will constitute a violation of your Membership/Member agreement.

If it is unclear whether a posting or other information is compliant, submit the information to Clubco Direct for review prior to postings.

Please uphold the spirit of our community by following the below guidelines for usage:

Claims Regarding Dietary Supplements

Per the Dietary Supplement Health and Education Act of 1994 (DSHEA), only structure/function, qualified health, and nutrient content claims may be made regarding dietary supplements. Therefore, the mention of any disease in conjunction with any Clubco Direct, Veo Natural, and/or affiliated company's dietary supplement is not compliant and is not allowed. (For a more detailed explanation visit the FDA website.)

The dietary supplement industry is subject to close scrutiny and is jointly regulated by the Food and Drug Administration (FDA) and the Federal Trade Commission (FTC) (under the Enforcement Policy Statement on Food Advertising) as well as various self-regulating organizations. Take care to represent our products truthfully and accurately.

Health Testimonials

Personal testimonials regarding Clubco Direct and/or affiliate companies' products posted on any company-sponsored or personal social media platforms are considered by the FDA to be product claims and are, therefore, subject to DSHEA regulation. Please take care to represent our products truthfully and accurately. Even though you or someone you know may have a specific experience with a specific disease, and even if a claim is a direct quote, it must adhere to these guidelines to be compliant and approved for use.

Income Claims and Testimonials

Any statements regarding income or earning potential associated with Clubco Direct business opportunities, regardless of the platform (print, social media, radio, etc.) are considered advertising by the FTC. Please take care to ensure any such statements are honest and realistic.

*Note: Reward Members (independent representatives) may be legally responsible and liable for claims made regarding Clubco Direct, our products, services, and/or the business opportunities.

Fan Pages and Blogs

Members of Clubco Direct company-sponsored social media sites/communities may not attempt or appear to represent Clubco Direct or any of its affiliated companies in any way on Facebook, Instagram, Twitter, LinkedIn, Google, Pinterest, YouTube, or other social media platforms. Additionally, any attempt to represent or appear to represent any individual person, either affiliated or not affiliated with Clubco Direct or one of its subsidiaries is strictly prohibited. All accounts, fan pages, and personally created websites and blogs must be personal and appear as such.

For example, you may not create a fan page entitled “Clubco,” “Clubco Direct,” or “Clubco Nutrition” because this would appear as a representation of the Company.

You may create a personal fan page, such as “Personal Health Coach” with a picture of yourself, so long as you follow the guidelines below in marketing the Company products, services, and business opportunity.

Blogs

You may create a personal blog, in which you discuss the Company products, services, and business opportunities, but you may not use the Company names(s) in your domain name or claim to represent the Company in any way, and you must follow the health and income claim guidelines in all marketing efforts.

Personal Facebook Profiles

You may not include the Company name anywhere in your personal Facebook profile name. Facebook profiles must be your real name or Facebook may delete or suspend your account. We also discourage the use of the Company logo, products, or services as your profile picture. Many users will view this as spam and it could hinder, not help, your relationship-building efforts. An exception to this may be if the company posts or sets up “pic badges” or other uniform branding that can be added to your personal profile picture. If this option becomes available the Company will make you aware of the opportunity.

Marketing to Facebook Members

The Company Facebook pages and groups provide a forum for discussion, but they should not be used for marketing products or services, recommending affiliate products, or self-promotion. Anyone found to be misusing, abusing, or defaming the Company and/or affiliate companies or any member thereof on any company Facebook pages will have all posts removed, be “unfriended” and flagged as “inappropriate” and/or marked for spam.

Links to Competing Companies

Posting information from, or links to, competing companies is not allowed. Such activity will be viewed as cross recruiting and a violation of our Guidelines for Usage, as well as your Reward Membership Agreement.

Spam

The Company encourages members to market Company products, services, and business opportunities through social media, however, we have a ZERO TOLERANCE policy towards spam on social media sites. Common examples of spam:

- Unsolicited links and information sent to inboxes of those who do not wish to receive it, or without some request for the information;
- Posts of unsolicited links in Facebook groups or other Facebook pages not related to the Company without some request for the information;
- Tags of people in any Company-related Facebook photos if they are not involved/have not expressed interest in the Company, its products, services, or business opportunities or people who have specifically requested not to be tagged;
- Invitations or additions of individuals to the Company Group who are not involved/have not expressed interest in the Company, its products, services, or business opportunities;
- Frequent status updates promoting links. Seek to provide value first and be authentic.

Live Events

Facebook events can be a great tool to promote local events and team conference calls. When creating events ensure that no one else has already created a duplicate event; it is better to join forces in invitation than to confuse members with multiple Facebook events.

Changes to Social Media Guidelines

We reserve the right to change, modify, or update any of the guidelines listed above at anytime without discretion.