

# What to Say on Social Media

Understanding the policies that protect your business



with Kevin Sommer  
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Social media. Either you love it or you hate it. The funny thing about social media is that everybody is an expert. I conduct job interviews almost weekly. I look at the résumés that come in and it's funny how many people list that they're a social media guru because they have a Facebook account. With all these different opinions about social media, it can be tough to help everyone understand why Melaleuca does things the way we do and why we are who we are.

I was interviewing a young woman the other day and she said, "I was looking at Melaleuca's social media presence and I feel like if we did this, this, this, and this, Melaleuca could become a household name."

That's exactly what we don't want. I'm certain someday Melaleuca will be a household name, but we want to get the word out by word-of-mouth, not by blasting on social media. When you approach somebody for the first time, we want them to say, "*Melawhat?*"

Otherwise, if they've seen posts about Melaleuca blasted all over social media a bunch of times, they think they already know everything there is to know about Melaleuca. They've already formed an opinion. The opportunity for you to paint the picture of what Melaleuca really is and who we are is lost.

Use social media to build meaningful relationships—the same way you would in real life. The first time you talk to someone in real life, you don't immediately ask them if they are interested in a business opportunity or tell them how much you make. First, build the relationship and get to know the person. Discover their needs and then help them see how Melaleuca can help.





Be consistent with what people expect. When someone friends you on Facebook, what do they expect to see? Why did they friend you? They didn't do it to hear a business opportunity. Your personal page should feel like a glimpse into your personal life—not a commercial. Post things your friends who don't have a Melaleuca business would post. None of your contacts should be able to identify you as a Melaleuca Marketing Executive by your public social media presence—whether that's an individual post or by reading between the lines on many of your posts.

Sometimes some good-meaning builders who have learned bad habits in other places come here and they can fall into some traps because they don't know better. We rely on our leaders to make sure everyone on their team understands how Melaleuca is different so they don't fall into any of those traps.

Every public communication you make impacts all Marketing Executives and their reputation as a whole. It only takes one or two people to mess things up for all of us. That's why we're serious about making sure we have a healthy, growing business and a great opportunity today and 50 years from now. Before you post something, ask yourself why you're posting it. If your goal is to have someone immediately message you or comment wanting to know more, STOP. That's the wrong approach. If your intention is to foster relationships and create genuine curiosity so YOU can proactively approach your contacts when the time is right, then you're on the right track.

My job is to make sure we're not taking any shortcuts that will damage this business in the future. For over three decades, Melaleuca has been careful to make sure that overzealous Marketing Executives do not "burn the fields." That's why the message of Melaleuca is as fresh today as it was in 1985! If you are serious about building a business to last a lifetime, you will have that opportunity. We will get there together.

# Melaleuca SOCIAL MEDIA POLICIES

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## NO BURNING THE FIELDS

Injecting Melaleuca's name or the Melaleuca opportunity into a public forum to such a degree that people:

- assume—incorrectly—that they already know everything about Melaleuca
- grow tired of hearing about Melaleuca

 Don't "like" or share posts that are out of compliance.

 Don't post photos you don't own the copyright to.

 Don't use the name "Melaleuca" in public posts.


 No unboxing videos or product demo videos.

 No medical claims.

 Don't share any posts from Melaleuca's social media platforms because they feature the name "Melaleuca."

 Your posts should never include a call to action.

- Ask me how!
- Comment below
- Message me!
- Click this link to learn more
- I'm here to help!

 NEVER imply that you can help someone quit their job or "fire their boss."

 No hype.  
Keep it chill. Keep it real.

 Don't pounce on someone in your first private message.  
It's much nicer to spend a little time getting to know a new friend.

 Don't flaunt your income, possessions, or financial earnings.



**Join online groups**  
in which you are truly interested  
to enlarge your circle of friends.



**Post when you're at a Melaleuca event, but keep it about you!**  
No pictures of anyone presenting to a group or slides/training materials.



**Don't refer to Melaleuca's business opportunity**  
or post about track record, management, awards, retention rate, etc.



**Videos must be shorter than 1 minute.**



**Build genuine friendships.**  
Good friends are awesome to have—even if they never become Preferred Members.



**Share a personal product experience**

- Only talk about one product at a time
- You can post a photo or a video that's under 1 minute
- Mention the product's name, but not "Melaleuca"
- Only share results that are typical of what the average customer would experience



**Be subtle and create curiosity. Don't give too much information away! Every potential customer deserves a complete Overview.**

And your business deserves the strength that comes from enrolling customers the right way.



**Approach contacts in a one-on-one private message when the time is right.**

Establish a relationship with someone first and identify how you can help them. Then it's appropriate to approach them in a private message.



**Posts should be positive, truthful, and in good taste.**



"We do not believe that using social media is a good way to 'build a business.' But we do believe social media is a wonderful way to build true, meaningful relationships that can later turn into business relationships. Our policies are built around those concepts."

—Melaleuca Statement of Policies:  
Building Your Business Online

Go to [Melaleuca.com/Download](http://Melaleuca.com/Download) to download and print your own copy of the Building Your Business Online guide.