

Social Media Guidelines



DIRECT SELLING COULD BE CONSIDERED THE ORIGINAL 'SOCIAL NETWORK'



- Our business model is based on person-to-person selling – leveraging the power of word of mouth.
- While technology keeps changing, people sharing their enthusiasm for Norwex will continue.
- Norwex has – and will continue to – support active participation in social media.

SOCIAL MEDIA PROVIDES MANY OPPORTUNITIES



BUILDING
RELATIONSHIPS &
EXPANDING YOUR
CIRCLE OF INFLUENCE



COMMUNICATING



SHARING NEW
INFORMATION



ENGAGING WITH
OTHERS



MAKING NEW
CONTACTS



PROVIDING PERSONAL
EXPERIENCES AND
TESTIMONIALS (WITH
THE EXCEPTION OF
HEALTH CLAIMS)

THE KEY PRINCIPLES
AND POLICIES FOR
SHARING ARE THE
SAME—NO MATTER
THE PLATFORM

Basic policies and
procedures apply to
online and off-line
communications

- Policies and Procedures
- Social Media Policy
- Blog Guidelines
- Testimonial Guidelines

WHAT WE CAN DO WITH SOCIAL MEDIA

1

Share about Norwex products and the Norwex business opportunity

2

Make new friends and contacts

3

Offer customer support and interact with potential customers

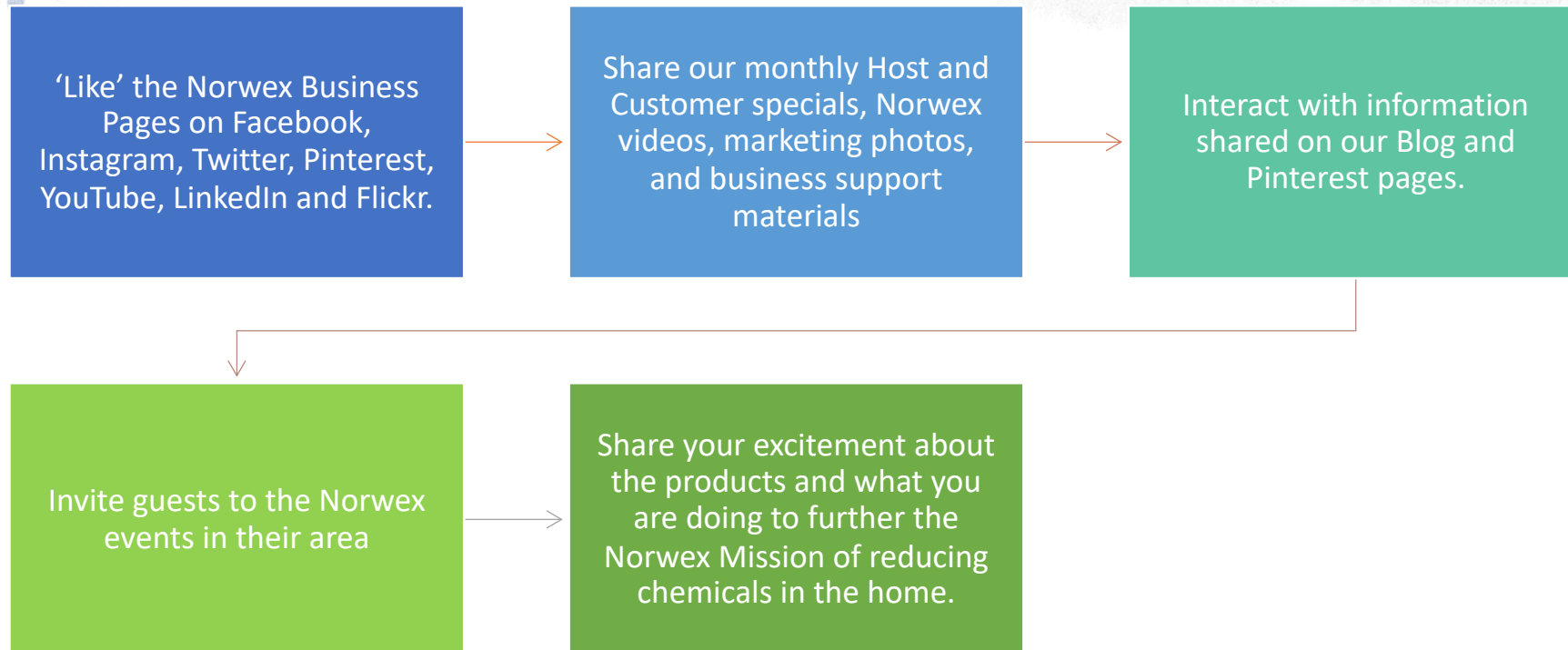
4

Link to your personalized norwex.biz website

5

Disclose your name and that you are a Norwex Independent Consultant

WHAT WE CAN DO WITH SOCIAL MEDIA



SOCIAL MEDIA DON'TS

DON'T: solicit new business by offering discounts, giveaways, or loyalty discounts in public forums, groups, message-boards, blogs, comment-sections or employment based websites; Soliciting is allowed only in closed environments (only for your Norwex leads)

DON'T: use company trade names, trademarks, city, state, region or any abbreviations of the aforementioned when naming your pages or group

DON'T: create pages, websites, accounts or other online avenues for purchasing products (e.g. ecommerce) other than Norwex replicated web pages

DON'T: use company trademarked logos for profile pictures

DON'T: use unapproved third party pictures, celebrity endorsements, or literature to promote the products or business

DON'T: partner with Macro-Influencers to promote your Norwex business (more than 5000 followers)

IMPROPER SOCIAL POSTS

Using Logo as Profile or Thumbnail Picture



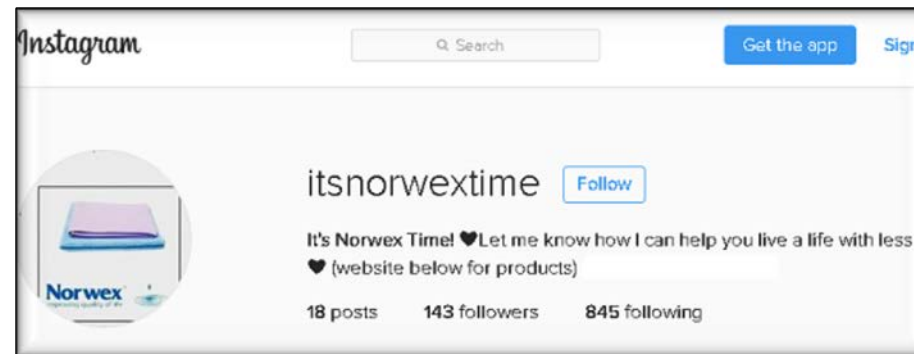
Soliciting New Business with Sale Prices in Public Posting



Prohibited E-Commerce



Improper Use of Trademark Name



PRODUCT CLAIMS DO'S

- **DO:** Only use claims found in current Norwex marketing materials
- **DO:** Discuss our Mission to reduce the use of chemicals in homes
- **DO:** Recommend that customers talk to their healthcare provider for all healthcare concerns or questions
- **DO:** Share positive personal testimonials that are consistent with manufacturers recommendations and supported with our marketing materials



PRODUCT CLAIMS DON'TS

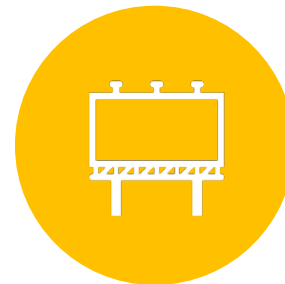


- **DON'T:** Claim that our products treat, cure or prevent any disease (or that the product cured your own ailment)

- **DON'T:** use unapproved pictures, pictures of celebrities, Macro-Influencer endorsements, literature, videos or materials to promote the products—testimonials must comply with testimonial guidelines and any marketing material created must be submitted your country's Compliance Department for approval before used.



- **DON'T:** State or imply that our products helped address, treat, cure, or prevent any disease or other medical condition, or imply a result that is different from (or goes beyond) our approved marketing claims



- **DON'T:** Make claims for a product that is not found on Norwex website, marketing materials or on Norwex packaging.

EARNINGS CLAIMS DO'S

- **DO:** Share your “WHY” and be authentic and personal
- **DO:** Talk about the success that can come through hard work and patience
- **DO:** Talk about having fun with the business
- **DO:** Emphasize the importance of the Norwex Mission
- **DO:** Talk about the Consultant incentives, trips they can earn as well as the amazing Host Compensation Plan
- **DO:** Talk about the competitive Compensation Plan found in the Success Builder and online.

EARNINGS CLAIMS DON'TS

- **DON'T:** Make lavish or unrealistic lifestyle claims
- **DON'T:** Offer or imply any guarantee of success by simply following a system
- **DON'T:** Misrepresent past, present or future earnings
- **DON'T:** Post earnings reports on your social networks



Use of Micro and Macro Influencers

A Social Media Influencer is a user on social media (Twitter, Instagram, Facebook, etc.) who has a large or loyal group of followers.

There are two categories of Social Media Influencer. A “Micro” Social Media Influencer is defined as an Influencer with no more than 5,000 followers. A “Macro” Social Media Influencer is defined as an influencer with more than 5,000 followers.

Complete verbiage can be found Consultant Office in Media Policy section 2F

- Consultants are permitted to affiliate with Micro Social Media Influencers to market and promote their Norwex business
- Affiliation with “Macro” Social Media Influencers is prohibited. Consultants are not permitted to affiliate with a Macro Social Media Influencer to promote their Norwex business or otherwise engage a Macro Social Media Influencer to promote or market Norwex Products on the Consultant’s behalf.

GETTING STARTED

- Experiment with different networks and pick the social platform that is right for you. Make sure to join the platform that fits your personality and interest (i.e. location, age, gender, or other target demographics and popular types of media)
- Know the Norwex Social Media Policy and as well as the rules for these Social Media platforms
- Be clear on the goals you would like to achieve through Social Media
 1. Connect with your team
 2. Share the Norwex Mission and Ideology with current customers
 3. Expand your connection with customers and potential hosts



2 WAYS TO SET UP YOUR FACEBOOK BUSINESS PAGE

Option 1

Facebook Business page using the Norwex trademark in the URL:

- URL; www.facebook.com/JaneDoeNorwexIndependentConsultant (Facebook will call this your username)
- The name on the page; Jane Doe - Norwex Independent Consultant
- The banner/cover photo must be a Norwex approved banner. They must be the ones that have your Consultant title of Independent Consultant
- You will find these banners on the Consultant Back Office under Resources>Images and Logos>Web Social Graphics. Additional approved banners can be found on the following social media channel: www.facebook.com/norwex > Photos > Albums > Business (https://business.facebook.com/Norwex/photos/?business_id=962387337187406&tab=albums)
- The thumbnail picture should be a personal picture of yourself. It may not be an image of a Norwex product, logo or tagline.



2 WAYS TO SET UP YOUR FACEBOOK BUSINESS PAGE

When Posting

- Only corporate pricing is permitted. Norwex Home Office monthly specials may be distributed; however, you may **not** offer other sales on products, specials, shipping, loyalty points or any type of discount to solicit new business or recruit new consultants.
- You are permitted to share Norwex Corporately created images from the Business page www.facebook.com/norwex or create your own content. Please note that when creating content it should be following the Norwex Media Policies and Testimonial Guidelines.



2 WAYS TO SET UP YOUR FACEBOOK BUSINESS PAGE

Option 2

Generic Business Page example; not using Norwex in the URL:

- Generic URL; eg. www.facebook.com/cleaningisgoodstuff (Facebook will call this your username)
- You may list your name as anything you chose providing it is does not include the Norwex, trademark, product names, or taglines.
- The banner/cover photo may not use the Norwex logos, taglines, products, or trademark images.
- In the 'About Me' section, list your name and Consultant title as Norwex Independent Consultant.
- The thumbnail picture should be a personal picture of yourself and may not be an image of a Norwex product, logo or tagline.



2 WAYS TO SET UP YOUR FACEBOOK BUSINESS PAGE

When Posting

- Only corporate pricing is permitted. Norwex Home Office monthly specials may be distributed; however, you may not offer other sales on products, specials, shipping, loyalty points or any type of discount to solicit new business or recruit new consultants.
- You are permitted to share Norwex Corporately created images from the Business page www.facebook.com/norwex or create your own content. Please note that when creating content it should be following the Norwex Media Policies and Testimonial Guidelines.

Public Facebook Events

- Only corporate pricing is permitted. Norwex Home Office monthly specials may be distributed; however, you may not offer other sales on products, specials, shipping, loyalty points or any type of discount to solicit new business or recruit new consultants.
- ALL Facebook events should be closed within 30 days of start date.
- Do not create pages, websites, accounts or other online avenues for purchasing products (e.g. ecommerce) other than Norwex replicated web pages.
- May not use the company trade names, trademarks, city, state, region or any abbreviations of the aforementioned when naming your group.
- The banner can be used if it has the Norwex Independent Consultant logo as provided by Norwex.
- Public order collecting on the public event page is not allowed. Orders may be collected via private message, phone call, text, email, etc.
- Invite them to visit your [Norwex.biz](https://www.norwex.biz) page and your personal Norwex Business Page.

Closed Facebook Events/Groups

- Closed groups and public events are searchable and can be seen by the public, the banner, URL and name of the group/event may NOT contain the Norwex trade names, trademarks, city, state, region or any abbreviations of the aforementioned when NAMING the group.
- ALL Facebook events should be closed within 30 days of start date.
- The banner can be used if it has the Norwex Independent Sales Consultant logo as provided by Norwex.
- Please note this includes if the Host sets up an event or group. The Consultant is responsible for ensuring that Norwex trademarks are protected (not used).
- In private groups and well as private events, Consultants may offer giveaways or their own specials just like one would at a 'face to face' event.
- Invite them to visit your Norwex.biz page and your personal Norwex Business Page.
- Since Private and Hidden groups cannot be searched or seen by the public the header banner is not required to be a Norwex approved banner.

VIP Facebook Groups

Guidelines for compliant VIP groups where you share your own specials and discounts:

- VIP Groups need to be Private Groups with your *Customers, **Qualified Leads and Consultants.
- Please note all inactive groups must be closed within 6-months.
- Since Private groups are searchable, (the public can see the banner, the URL, and the name of the group), you may not use the company trade names, trademarks, city, state, region or any abbreviations of the aforementioned when naming your group.
- The banner must be the ones provided by Norwex and have the words Norwex Independent Consultant.
- Inside this group you may offer giveaways or your own specials to the attendants.
- You may not provide your link to your VIP group on your public business or personal page
- On your public business/personal page, you may invite people to message you for the link to your group using verbiage that does not indicate any type of specials. see example below:

"As a thank you for being a part of my business, all of my customers are welcome to join my VIP group. There are some fun things you will not want to miss. Message me today."

What is a Customer vs what is a Lead

Should you choose to create a VIP Group where you will share your own discounts, giveaways, and specials, they must be for your Customers and Qualified Leads, and/or Consultants in your organization for the purposes of onboarding and training only.

Who is a Customer?

Our policies define a Customer as a person who has purchased product from you in the past. This is different from a Qualified Lead who may be added to these types of groups as per our guidelines.

Who is a Qualified Lead?

- Someone who is a personal contact. In Norwex terms, someone who is on your “FRANKI List”
- Someone who has given their consent to join your VIP Group
- Someone who has been referred to your VIP Group by an existing member of the Group

Team Facebook Groups

- Team leaders can set up a group for their recruits to connect, ask questions, and support one another
- Must be a Private group
- As these are searchable, (the public can see the banner, the URL, and the name of the group), you may not use the company trade names, trademarks, city, state, region or any abbreviations of the aforementioned when naming your group
- Must be for your Norwex Team members only

Eg. Group names:

-Green Clean Team

-Sparkle and Shine Team

-Happy Hipsters Green Team

Using approved graphics online

Before and After Pictures

- Only need to be approved when they are using our logos and trademark images. When a Logo/trademark is not used we still recommend, but do not require, your name and Consultant title of Norwex Independent Consultant. Think of it as advertising.
- Pictures that show of medical conditions will not be approved as per testimonial guidelines. We can not claim that any medical condition was healed by our products (eg. acne, eczema, warts, burns, etc.).
- When using our logos/trademarks, we will require you to add your name and Consultant title of Norwex Independent Consultant, and submit to your country's Compliance Department for approval.
- Candid pictures capturing our product in action (even when including the product in the picture) do not need to be sent in for approval prior to posting.
- Use before and after pictures that follow manufacturers recommended usages only. Eg. Do not use pictures of someone using Cleaning Paste on their teeth.

Compliant Blogging: only blogs

- Identify yourself by name and as a Norwex Independent Consultant
- Create a handle/URL that is generic - do **not** use Norwex, our names of our products, taglines, or any abbreviation of the aforementioned
- Use a corporate approved Norwex Blog banner
- Must be written in first person in a 'journal' style
- Tabs created for viewing catalogue must go directly to your Norwex.biz site without landing on another page
- If you would like a tab for viewers to join your team, it must lead directly to your Norwex.biz site
- You may not showcase other products on your Norwex blog but you may compare our products. Eg. 'See why my Norwex Window cloth is so much better than this 'window cleaner'-only use generic terms and unlabelled product when comparing the competing brands.

HOW TO PROPERLY USE TWITTER



- Create a handle that is generic. Do not use Norwex, our names of our products, taglines, or any abbreviation of the aforementioned. The username/URL has character limits of 15 characters and can be anything you chose providing it is does not include the Norwex, trademark, product names, or taglines. (Note: The username/URL character limits prevent the use of full name and Norwex Independent Consultant.)
- The bio area has 280 characters and should list your Consultant title as Norwex Independent Consultant and CAN contain the link to your Norwex.biz website
- The thumbnail picture should be a personal picture of yourself and may not be an image of a Norwex product, logo or tagline.
- Use a personal picture for your profile, not company trademarked logos
- Share your personal Norwex.biz site address with your customers
- Retweet announcements from the Norwex twitter feed

HOW TO PROPERLY USE TWITTER



- Share about upcoming parties, product information and releases
- Build relationships by replying, retweeting and joining discussions
- Use private direct messaging for conversations relating to prospecting or business building activities
- Ask questions to encourage conversations and follow other similar accounts
- Do not be opinionated. Respect the opinions of others
- Do not advertise specials, discounts, giveaways or loyalty rewards
- Any graphics you create should include you name and consultant title and be approved through your country's Compliance Department

HOW TO PROPERLY USE INSTAGRAM



- Create a handle/URL that is generic. Do **not** use Norwex, our names of our products, taglines, or any abbreviation of the aforementioned.
- If you are using a personal profile for marketing their Norwex business on Instagram you can include Norwex Independent Consultant and information about your business in “ABOUT you” section. This does have a limit of 150 characters.
- Identify yourself by name and as a Norwex Independent Consultant
- Use private messaging for business building conversations
- Use/share photos posted by the company and attach @ credit to original post account

HOW TO PROPERLY USE INSTAGRAM

- Use/share photos posted by the company
- Post picture of yourself using the product
- Use private messaging for business building conversations
- Do not advertise specials, discounts, giveaways or loyalty rewards
- Any graphics you create should include you name and consultant title and be approved through your country's Compliance Department

See details here to convert a personal Instagram profile to a business profile: <https://www.facebook.com/business/help/502981923235522>

HOW TO PROPERLY USE PINTEREST

- Set up specific boards and post pictures/infographics/videos that relate to you and your business
- Pin corporate approved photos
- Share individual pictures of product usage
- Share your link to your personal Norwex.biz site
- RePin photos from the Corporate Pinterest page www.pinterest.com/norwex

2 ways to set up a Pinterest profile



Pinterest Business profile using the Norwex trademark in the profile name:

- The business name should be first name last name Norwex Independent Consultant.
- Profile picture should be a personal picture of yourself and may not be an image of a Norwex product, logo or tagline.

Generic Pinterest Business page example NOT using Norwex in username name:

- Business name can be generic eg.
www.pinterest.com/cleaningwithmegreen
- You may list your business name as anything you chose providing it is does not include the Norwex, trademark, product names, or taglines.
- In the 'About Me' section, should include Norwex Independent Consultant and any other information you choose.
- The profile picture should be a personal picture of yourself and may not be an image of a Norwex product, logo or tagline.

2 ways to set up a Pinterest profile



If using a PERSONAL profile for your Norwex Business:

- Personal profile using Norwex trademark: Identify yourself by name and as a Norwex Independent Consultant; First Name Last Name - Norwex Independent Consultant. In the ABOUT YOU section (has a limit of 160 characters), you may include your Norwex.biz website link and any other information you prefer. Profile picture should be a personal picture of yourself and may not be an image of a Norwex product, logo or tagline.
- You may use a generic name without Norwex Trademarks and in the ABOUT YOU section (has a limit of 160 characters) you must include Norwex Independent Consultant can include your Norwex.biz and other information as you like. Profile picture should be a personal picture of yourself and may not be an image of a Norwex product, logo or tagline.
- Once you have created your account, follow a few boards first by using Pinterest suggestions. You will be prompted to select 5 boards to follow.

HOW TO PROPERLY USE YOUTUBE



- Create a handle/URL that is generic - do **not** use Norwex, our names of our products, taglines, or any abbreviation of the aforementioned
- Usernames can be up to **20 characters** long and may only include alphanumeric characters (letters A-Z or a-z and numbers 0-9) with no spaces. Usernames can contain capital and lowercase letters. Enter it correctly, exactly how you want it displayed. Once the channel name is established it cannot be changed.
- In the about section you must identify yourself by name and as a Norwex Independent Consultant
- Identify yourself by name and as a Norwex Independent Consultant
- View, share and comment on company approved videos
- Do not create and post/upload promotional videos that have not been submitted and approved by the Norwex Compliance Department on your behalf
- Subscribe and engage with Norwex's official corporate YouTube channel: www.youtube.com/norwex

Creating Videos for Private or Public Norwex Events



Remember to identify yourself by name and title of Norwex Independent Consultant.



To ensure videos on Instagram, Facebook and YouTube are compliant, provide a script to Compliance. If you do not provide a script, be sure to align your messaging with the current Norwex corporate printed or online material.

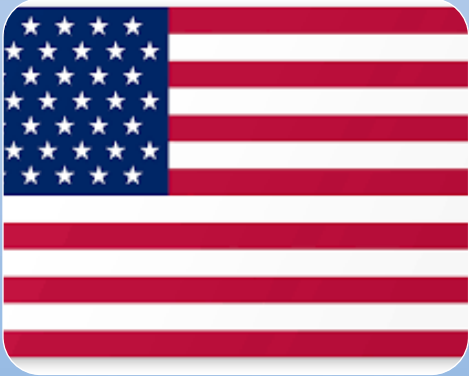


When creating pre-recorded videos, please submit to Compliance for approval prior to posting.



Norwex has created some videos that are ready for you to use at www.youtube.com/norwex.

Compliance and Consultant Care Contact Information



U.S. Consultant Care Center

- Phone: [1-866-450-7499](tel:1-866-450-7499)
- Fax: 1-800-694-1604
- Compliance: USCompliance@Norwex.com
- Consultants needing support will need to open a support ticket on your Norwex Consultant Office using the 'Help' function (top right hand side of the screen) for all electronic communication with Consultant Care
- Hours: Monday - Friday 8:00 AM to 8:00 PM CT / Saturday 9:00 to 5:00 PM CT



Canadian Consultant Care Center

- Phone: [1-877-766-7939](tel:1-877-766-7939)
- Fax: 1-877-622-3620
- Canadian Consultant Care Email: CNDConsultantCare@Norwex.com
- Compliance: CNDCompliance@Norwex.com
- RETURNS : CNDReturns@Norwex.com
- Hours: Monday through Friday 8:00 AM to 7:00 PM CT (Closed Saturdays)