



Social media guidelines

Social media can be a great way to connect with like-minded people, whether publically or privately. It may now be something you regularly use to help build your business. So here are some guiding principles to help safeguard you.

-  **Do:** follow and familiarise yourself with Lifeplus' **terms and conditions** to avoid any misuse of the Lifeplus brand including company name, product names or other trade names.
-  **Do:** respect the different laws of each land you may be operating in including copyright, advertising, fair use laws and General Data Protection Regulations.
-  **Do:** subscribe to official Lifeplus social media channels and share our posts with others. It's a great way to encourage interest in Lifeplus and our products. And safeguards you from potentially breaching Lifeplus terms and conditions if setting up separate groups.
-  **Do:** follow applicable policies and terms with any online activity - whether publishing in a public, closed or secret group [Facebook, Instagram, Twitter etc. as well as Lifeplus].
-  **Do:** take care about what you publish in any community. Avoid making unauthorised income and health claims. And please remember medical claims are not permissible.
-  **Do:** identify yourself and protect your privacy in settings.
-  **Do:** ask for guidance and always **contact us** for advice if you are unsure of anything.
-  **Do:** speak only for yourself and be respectful of others in what you say and how you say it.
-  **Do:** be truthful, transparent and professional - taking full responsibility for what you say and publish.
-  **Do:** enjoy having natural honest and open conversations, using your best judgement and, above all, being your lovely self!