



# BRAVENLY GLOBAL®

## *social media policy*

Bravenly Global® (Bravenly) believes that social media is an important form of communication. Web content created through collaboration on Facebook, Twitter, LinkedIn, blogs and other online technologies make it easier for Independent Brand Partners to identify, connect and share information with customers, prospects, and the Bravenly family. What exactly is Social Media?

### **Social Media Definition**

Social media includes all types of online media that invites, expedites, or promotes conversation, comment, rating, and/or user-generated content, as opposed to traditional media, which delivers content but does not allow readers, viewers, listeners to participate in the creation or development of content, or the comment or response to content. Examples of Social Media include, but are not limited to discussion forums, blogs, Facebook, Twitter, LinkedIn, Craig's List, Monster, Vine, Pinterest, and YouTube.

### **A. Social Media Use**

Brand Partners may use social Media. However, Brand Partners who elect to use Social Media must adhere to the requirements set forth in this subsection, as well as policies relating to Social Media, advertising and promotional activities found in the Policies and Procedures. If you use Social Media in any aspect of your Bravenly business, you need to be intimately familiar with all the Policies and Procedures. Otherwise, you may inadvertently violate them. Brand Partners may not use any non compliant verbiage as usernames on any email addresses, URLs, or social media websites. Brand Partners are encouraged to follow Bravenly Corporate pages on Social Media. Brand Partners may host their own private (closed) Facebook group. Bravenly Compliance must be invited into the group from the beginning and must be able to access the group whenever desired.

### **B. Official Corporate Website**

The Company maintains an official corporate website. The website may NOT be duplicated by Brand Partners.

### **C. Brand Ambassadors Are Responsible for Postings**

Brand Partners are personally responsible for any of their postings and all other online activity that relates to Bravenly. Therefore, even if a Brand Partner does not own or operate a blog or Social Media site, and if a Brand Partner posts to any such site that relates to Bravenly or which can be traced to Bravenly, the Brand Partner is responsible for the posting. Brand Partners are also responsible for postings which occur on any blog or Social Media site that the Brand Partners' owns, operates, or controls. In the event a Brand Partner is contacted by Compliance about any unauthorized or non-compliant postings, the Brand Partner must take immediate action to correct the issue.

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## **D. Identification as a Bravenly Independent Brand Partner**

You must disclose your first name on Social Media sites and conspicuously identify yourself as a Bravenly Independent Brand Partner. (For example: Stacy, Bravenly Brand Partner.)

*Domain Names:* Independent Brand Partners may not use the trademarks of Bravenly, any derivative or abbreviation as a domain name or email address except as issued by Bravenly.

*Titles for Facebook Pages:* Independent Brand Partners cannot use or register any domain name that could cause confusion, or be misleading or deceptive, in that they cause individuals to believe or assume that the website accessible through the URL is the property of Bravenly.

Independent Brand Partners may NOT use the name Bravenly on Facebook for the title of their page. (For example: Breanna Johnson, Bravenly OR Bravenly Breanna). Independent Brand Partners may NOT use ANY company product names in the title of a Facebook page.

Bravenly reserves the right to request the title of any Facebook page to be changed in the event it infringes on the Bravenly trade name and copyright. You must not identify yourself as the Bravenly corporate office or employee on any Social media websites such as a Facebook domain name of Bravenly Corporate. Anonymous postings or use of an alias on Social media is prohibited.

## **E. Social Media Basics**

Social Media sites are relationship-building sites and are an important part of the sales process. Brand Partners shall not use any Social Media site to explain the Bravenly Compensation Plan or any component of the Compensation Plan. Brand Partners may create a business profile page on social media EXCLUSIVELY for their Bravenly business. Online sales may be generated from a Brand Partner's Bravenly Social Media page.

Brand Partners may not use auction websites to publicize or sell Bravenly products such as eBay, Poshmark, or Amazon. Brand Partners may not advertise jobs on classified ad websites, for example, Monster, Craig's List, or Yahoo jobs.

Independent Brand Partners may not advertise or promote their Bravenly business or The Company's products, marketing plan, or use The Company's name in any electronic media, including on the Internet (such as eBay, Amazon, Craigslist, Twitter, etc.) except through a Brand Partners self-replicated website. Independent Brand Partners may not have a third-party act as a go-between to sell products on eBay, Amazon, Craigslist, or other online sales websites.

Brand Partners may have Facebook closed or secret groups that you must be accepted to enter. It is optional for the closed groups to ask qualifying questions. Brand Partners may have team pages that must be password protected & used only for their sales organization, the Bravenly corporate team must be included in any groups or team pages.

When promoting Bravenly on Social Media, Brand Partners may not offer or sell any other competitive items alongside Bravenly Merchandise

## **F. Posting Links to Replicated Websites**

Brand Partners may link to their replicated website within a post.

## **G. Use of Bravenly Logo**

Brand Partners may use the Bravenly Independent Brand Partner logo in their postings if they are using authorized content. Brand Partners may also use the Bravenly Independent Brand Partner logo as one of their images or in an image that represents their account if it conforms to the Policies and Procedures. The Bravenly Independent Brand Partner logo is included in the Brand Partner resources.

## **H. MAP – Minimum Advertised Price**

MAP is the minimum price that home office has authorized the appropriate retail price for any item. Brand Partners are not authorized to offer products for LESS than MAP publicly. Brand Partners cannot ask for wholesale or under MAP pricing in public forums.

## **I. Posting Photos and Videos**

A Brand Partner may not post any copyrighted photos without expressed consent from the owner. Posting photos of others without their expressed permission is prohibited. You may post or "pin" photographs or repost videos or photos provided on our corporate social media site, if you do not edit the video in any way. You may describe the video, if the description is in accordance with our Policies and Procedures.

## **J. Media Outlets**

You may not coordinate, appear in, or solicit any media such as radio or TV on behalf of Bravenly without PRIOR written approval from Bravenly Compliance Department. All media requests, such as YouTube Videos, or self-created online interviews are acceptable but must uphold the current Policies and Procedures.

## **K. Deceptive Postings**

Postings that are false, misleading, or deceptive are prohibited. This includes, but is not limited to, false or deceptive postings relating to the Bravenly income opportunity, products and/or your biographical information and credentials.

## **L. Use of Third-Party Intellectual Property**

If you use the trademarks, trade names, service marks, copyrights, or intellectual property of any third party in any posting, it is your responsibility to ensure that you have received the proper license to use such intellectual property, and paid the appropriate license fee. All third-party or other companies' other than Bravenly, as an intellectual property must be properly referenced as the property of the third-party. You must adhere to any restrictions and conditions that the owner of the intellectual property places on the use of its property.

## **M. Product Disclaimer(s)**

If you make any product claims online, you must post the following product disclaimer(s) at the location of the post.

"The statements have not been evaluated by the Food and Drug Administration. Bravenly Global products are not intended to diagnose, treat, cure or prevent any disease."

"The information shared is not intended to offer medical advice, diagnose or replace medical

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treatment. We make no disease claims. If you have a health problem or a general health question, you should contact a physician or other qualified health care provider for consultation, diagnosis and/or treatment."

## Respecting Privacy

Always respect the privacy of others in your postings. Brand Partners must not engage in gossip or rumors about any individual, company, or competitive products Brand Partners may not list the names of other individuals or entities on their postings unless they have the written permission of the individual or entity that is the subject of their posting.

## **O. Professionalism**

Brand Partners must ensure that your postings are truthful, accurate and in a professional manner. Abide by all laws and regulations regarding electronic communications. This may require that you fact-check all material you post online. You should also carefully check your postings for spelling, punctuation, and grammatical errors. Use of offensive language is prohibited.

## **P. Prohibited Postings**

*a. Don't use online classifieds (Craigslist) to list, offer or sell Bravenly products. Brand Partners may not make any posting, or link to any postings or other material:*

- That is sexually explicit, obscene, vulgar, or pornographic.
- That is offensive, profane, hateful, threatening, harmful, defamatory, libelous, harassing, or discriminatory (whether based on race, ethnicity, creed, religion, gender, sexual orientation, physical disability, or otherwise).
- That is graphically violent, including any violent video game images.
- That is solicitous of any unlawful behavior.
- That makes offers or solicitations in the name of research, surveys, or informal communication, when the real intent is to sell products or sponsor Independent Brand Partners.
- That engages in personal attacks on any individual, group, or entity.
- That is in violation of any intellectual property rights of The Company or any third party.

## **Q. Responding to Negative Posts**

Do not communicate with anyone who places a negative post against you, other Independent Brand Partners, or Bravenly. Report negative posts to The Company at [compliance@Bravenlyglobal.com](mailto:compliance@Bravenlyglobal.com).

Responding to such negative posts often fuels a discussion with a volatile individual who does not hold themselves to the same high standards as Bravenly, and therefore damages the reputation and good will of Bravenly. Bravenly may respond to negative posts. Brand Partners are encouraged not to respond to such negative posts.

## **R. Spamming**

Do not distribute content by use of distribution lists or to any person who has not given specific permission to be included in such a process; spamming or distribution of chain letters or junk mail is not allowed.

## **S. Cancellation of Your Bravenly Business**

If your Brand Partner Agreement is cancelled for any reason, you must discontinue the use of Bravenly name, as well as all Bravenly trademarks, trade names, service marks, and other intellectual property, and all derivatives of such marks and intellectual property, in any postings and all Social Media sites that you utilize. If you post on any Social Media site on which you have previously identified yourself as an Independent Bravenly Brand Partner, you may conspicuously disclose that you are no longer an Independent Bravenly Brand Partner.

***If you have any questions, contact compliance before you post!***