



## How to Properly Set Up a Website and Social Media Page for Your Young Living Business

Creating a personal website or a social media page on Twitter, Facebook, Pinterest, or Instagram can be very effective in helping promote your Young Living business. This document will guide you through steps to properly set up such pages.

### Step 1: Select an appropriate domain name, URL, and/or username

On personal websites, the domain name and web address (also known as the URL) is the address someone types into their web browser to go to your website. On social media pages, potential members will find your page with your username or account name. You will want to create a web address, username, or account name that will draw people to your page and set you apart from everyone else. As you create your URL or username/account name, please follow these simple guidelines:

#### Do:

- Create a unique, easy-to-remember URL or username/account name.

#### Do NOT:

- Use any of Young Living's trademark names (Young Living Essential Oils, Young Living, Thieves<sup>®</sup>, NingXia Red<sup>®</sup>, etc.) as part of your website domain (e.g., [www.carols-youngliving-business.com](http://www.carols-youngliving-business.com)).
- Use any of Young Living's trademark names in your social media account name or username unless the name also states Independent Member or a similar identifier that effectively distinguishes it from a Young Living corporate account.

### Step 2: Provide engaging content to your site and social media page:

Once someone goes to your website or social media site, you will have a lot of information you want to give them. The most successful websites are engaging, organized, and easy to navigate. You want your website and social media site to easily let people know that you are a Young Living Independent Member and provide information on how they can sign up as a member of your downline. Young Living has created a large amount of marketing material and literature on our products to help you advertise and promote your Young Living business.

As you develop the content for your website, please follow these guidelines:

#### Do:

- On personal websites, add the Independent Member logo and your member number in a prominent location.



- On social media sites, clearly add your member number and state in which you are an Independent Member of Young Living.
- When discussing Young Living products and services, we recommend that you use the most current Young Living product descriptions, product images, and literature, which are made available to you through Virtual Office, the Product Guide, our Flickr account ([Flickr.com/Photos/YoungLiving](https://www.flickr.com/photos/YoungLiving/)), our official website ([YoungLiving.com](https://www.YoungLiving.com)), our YouTube account ([YouTube.com/User/YoungLiving007](https://www.YouTube.com/User/YoungLiving007)), and our Vimeo account ([Vimeo.com/YoungLiving](https://www.Vimeo.com/YoungLiving)).
- Ensure that your product claims and testimonials comply with all state and federal regulations.
- Provide a full copy of the Income Disclosure Statement or the link ([YoungLiving.com/IDS](https://www.YoungLiving.com/IDS)) any time you discuss the compensation plan or make any type of income or earning representation about the compensation plan.

**Do NOT:**

- Use any Young Living logo on your website (besides the Young Living Independent Member logo). This includes the Young Living corporate logo, Thieves® logo, and the NingXia Red® logo.
- Copy or replicate the look and feel of Young Living's website.
- Promote the products or business of any other company.
- Communicate false or misleading information.
- Make any claims that suggest Young Living products are intended to prevent, treat, or cure any disease or condition. We suggest that you use product descriptions as they are written in the Product Guide and on the Young Living website, as we have approved these descriptions.

If you have an existing website and social media page, take some time to review them and make any necessary updates. Websites and social media pages that follow all Young Living policies are a great example to downline members who also want to promote Young Living on the Internet.