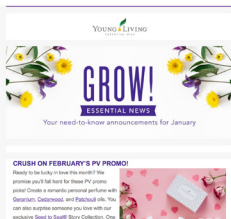


Where We Share

Young Living has so many communication channels that it might feel overwhelming trying to navigate them. Our Where We Share guide makes it easy to see the different ways you can connect with YL. With a quick glance, you can see everywhere you can follow, like, and subscribe to Young Living.

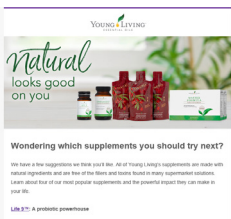
What, where, and when: The many ways to share Young Living

EMAIL, NEWSLETTERS, AND TEXTS



Grow! (eNews)

- Who: U.S. and NFR members
- When: Weekly and monthly editions
- Why: Think of Grow! as your top-10 list for YL news—except sometimes it's a top-5 or a top-7. Articles are listed in order of importance (but you'll want to read them all).



Member email

- Who: U.S. and NFR members
- When: As needed
- Why: Sign up when you're ready for us to hit your inbox with special announcements, campaign support, and location- and rank-specific news.



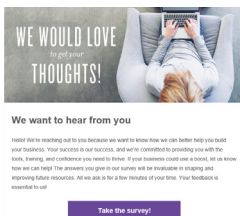
The Essential Edge

- Who: Members who've placed an order during the month
- When: Monthly
- Why: Strengthen your connection with Young Living through compelling stories, company news, updates from The D. Gary Young, Young Living Foundation, and fellow members sharing their YL stories.



SMS text

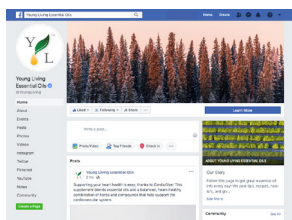
- Who: Members who've opted in
- When: 2-3 times per week
- Why: Opt for being in the know when you say yes to YL's text messages! We'll ping you as soon as we have anything new and noteworthy to share.



Surveys

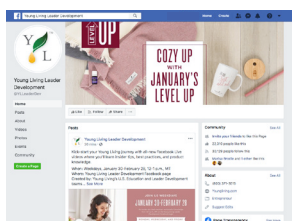
- Who: Members
- When: As needed
- Why: Take a moment to share your thoughts via the occasional survey. Your feedback helps us improve products, promotions, and events.

SOCIAL MEDIA



Young Living Facebook (Facebook.com/youngliving)

- Who: Members and EO enthusiasts
- When: Daily
- Why: Join the world's best community for the world's best essential oils! Here you'll learn about the YL lifestyle, plus details about products, announcements, and promotions.



Leadership Development Facebook (Facebook.com/ylleaderdev)

- Who: Executive members and other aspiring business builders
- When: As needed
- Why: Boost your business-building efforts with content straight from our Sales team. dedicated to YL leaders working to grow their teams.



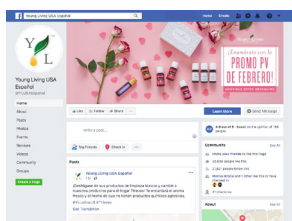
Training and Education Facebook (Facebook.com/yleducationalevents)

- Who: Members
- When: Daily
- Why: Join product experts on the Training and Education team to learn the ins and outs of our products, promotions, and programs and how to harness the benefits of pure essential oils.



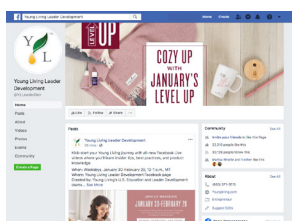
Conduct Success Facebook (Facebook.com/ylconductsuccess)

- Who: Business builders
- When: Weekly
- Why: Confirm you're using—and sharing—YL products compliantly and gain access to compliance-related business tips and tools.



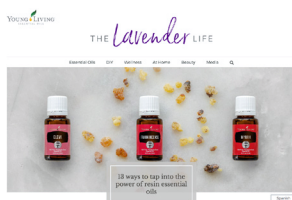
Young Living U.S.A. Español Facebook (Facebook.com/ylusaespanol)

- Who: Spanish-speaking members
- When: Weekly
- Why: Prefer your news, product info, and promotions in Spanish? Follow our YL USA Español Facebook page!



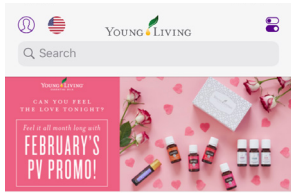
Weekly Dose of Valor (Facebook.com/ylleaderdev)

- Who: Business builders
- When: Weekly on Mondays
- Why: Watch as we live stream the latest announcements, recognition, and training from the YL Sales team and successful Young Living leaders. Product giveaways make it extra exciting!



Lavender Life blog (YoungLiving.com/blog/)

- Who: Members and EO enthusiasts
- When: 2-3 times per week
- Why: Browse our blog for essential oil tips and tricks, diffuser blends, and DIYs or deep dive when you're ready to move from newbie to next level.



YL Share app

- Who: Members
- When: As needed
- Why: Tap your way to our one-stop shop for shareable graphics. Check the app often—we'll upload new collateral as soon as we launch new products and promos.



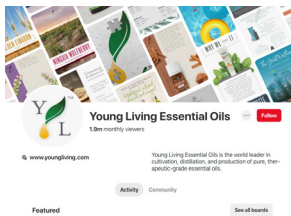
Twitter (@younglivingeo)

- Who: Members and EO enthusiasts
- When: Daily
- Why: Get up-to-the-minute news and updates, plus timely tweets about new blog posts and product launches.



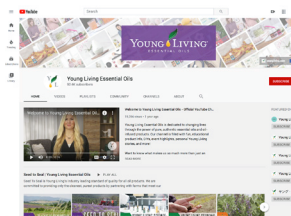
Instagram (@younglivingeo)

- Who: Members and EO enthusiasts
- When: 2 times per day
- Why: Follow if you think sharing is caring! Like, comment, and share product spotlights, events, and promotional graphics or use them to create your own collateral.



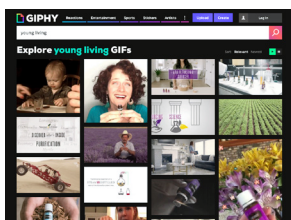
Pinterest (younglivingeo)

- Who: Members and EO enthusiasts
- When: 3 times per day
- Why: Hop on this public-facing platform for everything from diffuser blends to DIY projects featuring YL products. You'll want to pin all the tips and tricks!



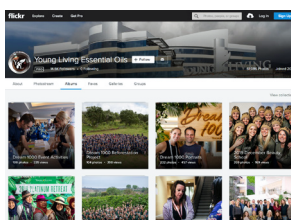
YouTube (YouTube.com/user/youngliving007)

- Who: Members and EO enthusiasts
- When: 2-3 times per week
- Why: Get up close and personal with high-quality videos featuring the YL lifestyle, events, promotions, and products. Here you'll find some of our most shareable content!



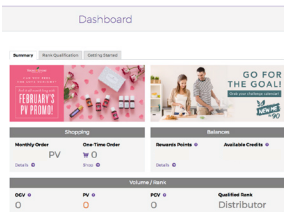
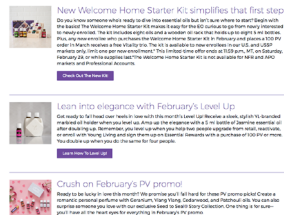
GIPHY (Giphy.com/explore/young-living)

- Who: Members and EO enthusiasts
- When: As needed
- Why: Grab all the best YL GIFs and share them with friends, family, and fellow members via email, text, or your favorite social media platform.



Flickr (Flickr.com/photos/youngliving)

- Who: Members
- When: As needed
- Why: Feel like you're right there with the YL Video and Photography team as they take snapshots and video of our headquarters, farms, and events.



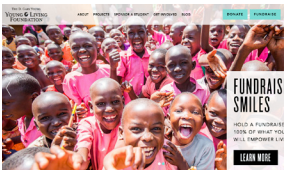
Member News

- Who: Members
- When: As needed
- Why: Only have a minute or two? Check the homepage of your Virtual Office for short and sweet snippets about products, events, promotions, campaigns, and recent YL news.

Banners

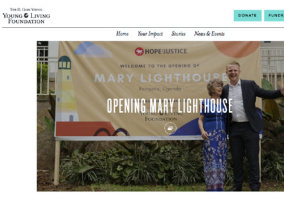
- Who: Members
- When: Monthly
- Why: Want only the highlights? Browse the VO banners for high-level news and announcements, including everyone's favorite: PV promo.

THE D. GARY YOUNG, YOUNG LIVING FOUNDATION



Website (YoungLivingFoundation.org)

- Who: Members and EO enthusiasts
- When: As needed
- Why: Learn more about the Foundation's causes and the many ways you can get involved. Share the good on social media to support the Foundation's efforts.



Blog (YoungLivingFoundation.org/blog)

- Who: Members and EO enthusiasts
- When: 2-3 times per month
- Why: Virtually travel with the Foundation and our partners, read stories of impact, and learn in depth about the work that goes into empowering the underserved in communities around the world and in your backyard.



Facebook (Facebook.com/YoungLivingFoundation)

- Who: Members and EO enthusiasts
- When: 3-5 times per week
- Why: Like our Foundation page for all the feels and all the updates. You'll find short stories, impact numbers, blog posts, videos, and more. This is the channel to watch for news and updates about what the Foundation is doing.



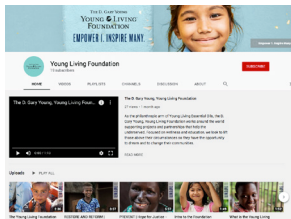
Instagram (@younglivingfoundation)

- Who: Members and EO enthusiasts
- When: 1-2 times per week
- Why: Prepare to be inspired by the beautiful snapshots and stories. Keep an eye out for videos on IGTV. Participate by tagging us in your stories of giving and playing our weekly trivia game.



Pinterest (younglivingfoundation)

- Who: Members and EO enthusiasts
- When: 3-5 times per month
- Why: Need a few warm fuzzies? Scroll through the Foundation's Pinterest profile for inspirational quotes, powerful stories, and profiles of the people we serve.



YouTube (YouTube.com/channel/UCX9e4lVdmB0d8oOQIQkPVUQ)

- Who: Members and EO enthusiasts
- When: 2-3 times per month
- Why: Subscribe to the Foundation's channel and pack your playlist with videos that educate, empower, and encourage people to be the change.



Twitter (@YLF_Empower1)

- Who: Members and EO enthusiasts
- When: 3-5 times per week
- Why: Get quick updates on the Foundation, plus links to blog posts and shared posts from our partners.

SEED TO SEAL



Website (SeedtoSeal.com)

- Who: Members and EO enthusiasts
- When: As needed
- Why: Fall in love with our Seed to Seal® quality commitment as you learn more about the program and our corporate-owned and partner farms. This is one of the best tools when talking YL with friends and family.