

# AVON

## *Representative Advertising and Social Media Guidelines*

Using **Advertising and Social Media** to  
Grow Your Business the Right Way



## OVER 125 YEARS.

That's how long Avon has been around. More than 125 years. Generation after generation of amazing opportunities for women.

Avon was built on a foundation that was meant to last, a foundation of belief, respect, humility, trust and integrity – all of the same values that you share as an Avon Representative. Values we know so well of Trust, Respect, Belief, Humility and Integrity.

Over those 125 years, how Avon Representatives connect with Customers has changed. Even in just the past five or 10 years, communicating with possible recruits and Customers has expanded from doorbells and brochures to websites and Facebook.

All of these new ways to advertise and promote your business are fantastic – they boost sales and save you time, but it can be a little confusing when you try to determine what *is* okay and what *isn't* okay to do to keep the Avon brand strong.

*That's why we created this simple guide. From the proper wording on a business card to what can or can't be used as your email address, we've tackled these issues for you and have provided the most successful advertising ideas and useful online tools to make your business thrive **and** protect Avon's legacy.*



In the next few pages, we will show you how to:

- 1 Help keep Avon's reputation strong so it remains a beacon of beauty, trust and commitment.
- 2 Properly use the Avon name and trademark in advertisements, marketing materials and online while enhancing your sales and expanding your Customer base.
- 3 Increase your business by leveraging your Avon eStore and tapping into the power of social media, such as web pages, Facebook, YouTube, Twitter and more.

*Let's get going!*

## Protecting Avon's Legacy Together: Using the Avon Name and Trademarks

Think of the world's most memorable brands. You can picture the logos and names of these companies so clearly because they are always the same. *Everywhere.*

A successful company's logo and its name have to be consistent -- in advertisements, on store windows, and on packaging materials. This consistency reinforces the essence of that company.

### The same goes for Avon.

It's why we are one of the most recognizable brands in the world. When folks see our logo or read our name in its familiar type -- whether in Salt Lake City or Saigon -- it creates a certain feeling for them, a familiar emotion. That's the goodwill all of you and the generations of Representatives before you have built *together.*

AVON

the company for women



### DID YOU KNOW?

Just like the Avon name and our tagline are trademarks, so are many Avon symbols, icons, and product names, like SKIN-SO-SOFT and ANEW.

It's how your Customers know they are getting a true genuine Avon product.

That goodwill we've all worked so hard for may be damaged if the Avon name is used in a way that isn't consistent or doesn't represent Avon in the best light possible. To protect Avon's brand and your Avon business, we developed easy-to-follow guidelines on how to use the Avon name and trademark when you create your own advertising materials and marketing tools.

As you look over these pages, think about what you're already doing to grow your business and note what could be a new idea (or two) you can use to connect with Customers!



*Remember, all Avon Representatives across the US have to follow these guidelines when advertising and promoting their Avon business. If not followed, it may result in removal. Avon may alter, modify or discontinue these guidelines at any time, and Avon Representatives will be notified of any changes.*

## Steps You Can Take to Protect the Avon Name When Advertising

### Build goodwill and protect Avon’s reputation!

1. Make a good habit of always clearly identifying yourself by your name followed by “Avon Independent Sales Representative.” (You can abbreviate it as Avon Ind. Sls. Rep. if you want to.)

✓ **For example:**  
Jane E. Smith, Avon Independent Sales Representative.

2. Use advertising or promotional materials provided by Avon, which are free and created by the fabulous Avon professional design team. Many of these tools are found online at [www.yourAVON.com](http://www.yourAVON.com) and click “Resources.”



#### DO YOU WEAR A LOT OF HATS?

Many Representatives have other businesses aside from selling Avon.

Remember to keep any form of advertising and marketing (including email signatures and business cards) for your multiple businesses separate to maintain the goodwill and tradition of the Avon name.

3. When advertising Avon products, promote only truthful and accurate statements.

✓ **For example, you CAN use:**  
“Avon Skin-So-Soft is a great moisturizer.”

**However,**

✗ “Avon Skin-So-Soft is the most sensitive moisturizer on the market.”

**is not supported by Avon testing and not approved.**



Some good places to find blurbs that are accurate and supported by Avon testing: performance and/or ingredient claims found in product brochures and catalogs; the Product Reference Guides (read it online at [www.yourAVON.com](http://www.yourAVON.com)); and current Avon advertising.

## Steps You Can Take to Protect the Avon Name When Advertising

### Steer clear of advertising that hurts Avon's brand!

1. Representatives cannot advertise in any type of national or regional media outlets, but may do local advertising and are encouraged to! See the helpful how-tos in the upcoming pages.



For example, you CAN use:

✓ Local newspaper advertising

but cannot use:

✗ National or Regional advertising

2. It could hurt Avon's reputation and may be illegal if Representatives copy or reproduce images, graphics, product photographs or photographs of people, models or celebrities found in Avon's brochures or on any Avon web site, other promotional materials or literature. To make sure this doesn't happen, copying images of any sort is not allowed. Avon has provided approved images and photos for Representatives to use on social and digital channels (check out Avon Apps for those images and logos).
3. Remember, Representatives are not employees of Avon, and any materials distributed should make that clear. The easiest way to avoid this is for Representatives to always identify themselves as an Avon Independent Sales Representative.



## The ABCs (and XYZs) of Advertising Your Avon Business

### A von personalized eStore

Customers are online. Go where they are and create the best tool to advertise your business - your own Avon eStore!

With Avon's web office tools, you can customize your site and make it look any way you want. If you have a Facebook page, include the link to your Avon eStore, so Customers can head there to purchase products with ease.

**What's even better than your web page? The fact that it is FREE!**

For more information on setting up your Avon eStore, see Avon's *Representative Policies and Procedures* on Avon's website.



### B usiness cards

Business cards are a great way to not only pass along your contact information, but that little piece of cardboard establishes you as a professional business person. To maintain consistency of the Avon brand and look, we suggest that you only use the business cards available for purchase through the Avon Advantage program. The great thing is we have done it all for you: the cards have an amazing look, the official Avon logo, and space for your title (e.g., Executive Unit Leader). The other great thing? They are extremely affordable. To order yours, go to [www.yourAVON.com](http://www.yourAVON.com) and click "Resources." Should you choose to print elsewhere, all business cards should conform to this template.

**TIP: Don't forget to add your Avon eStore web address to your business cards, so that Customers have a way to shop with you 24/7!**



### C hecks – Personalized!

Personalized checks are a subtle, yet useful way to promote your business, and are available through the Avon Advantage program.

On your checks, you can feature a variety of Avon products and include titles (for example, Advanced Unit Leader, Honor Society Member, and so on). To maintain consistency, the use of the Avon name or trademark on personal checks may only be used on those checks purchased through Avon Advantage.

## The ABCs (and XYZs) of Advertising Your Avon Business

### eXtra Promotional Items

We often give you promotional items from Avon Products, Inc. with the Avon logo and trademarks to distribute for free to recruits and Customers. You may also purchase Avon approved logo items such as hats, t-shirts, etc., through one of the Avon Advantage partners, Town & Country's website – find details of how to order on yourAVON.com. Be sure not to sell these items or create your own items with Avon's name or trademarks.



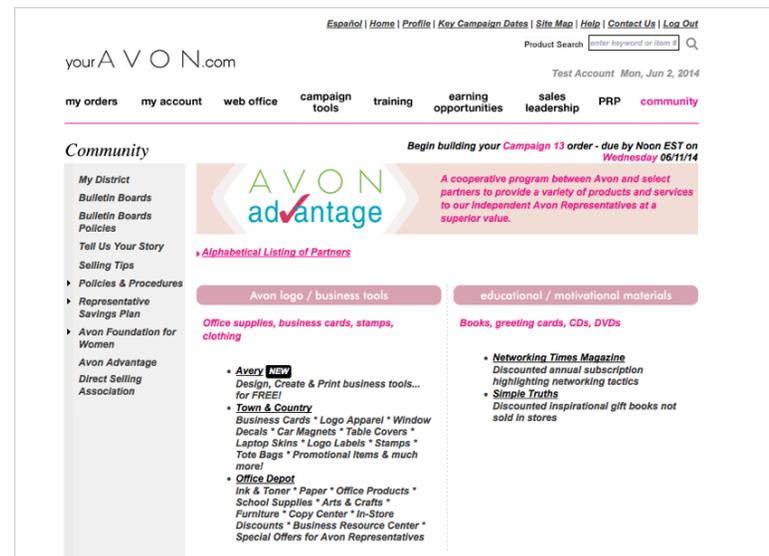
### Uour email signature

Why not let everyone know about your Avon business every time you communicate online? An email signature is merely your business contact information at the bottom of an email – it's the easiest way to spread your contact information to others. Be sure to identify yourself as an Avon Independent Sales Representative and include your Title or levels (like Executive Unit Leader or President's Club). Always make sure you add a link to your own Avon eStore and social media profile to the bottom of the email so Customers can always reach you.

Jane Doe  
 Jane Doe  
 Avon Independent Sales Representative  
 President's Club  
 000 Anywhere Street, Everycity, NY  
 Phone 000-000-0000  
[janedoe@url.com](mailto:janedoe@url.com)  
[www.yourAVON.com/jdoe](http://www.yourAVON.com/jdoe)

### Zippy car signs and window decals

You drive around your area for order deliveries and more – use that precious time behind the wheel to promote your business. Head over to the Avon Advantage Program and customize a car sign or window decal that Avon's professional designers have created. As with all of your other advertising materials, clearly identify yourself as an Avon Independent Sales Representative and only use Avon-approved slogans.



You can find many of these items (and more!) through the Avon Advantage Program

## Magical Ways to Advertise

### NEWSLETTERS

Take advantage of Avon's terrific free e-mail service and produce an online newsletter. Remember, you are not officially employed by Avon Products, Inc., so indicate to your readers that the newsletter is all yours. It's easy to do that -- just identify yourself with your name followed by Avon Independent Sales Representative. For more details on how to use an online newsletter to increase sales and grow your Downline, check out Avon's Policies and Procedures and the eRepresentative guidelines.

### COUPON PACKS

Those envelope packs filled with coupon ads of local services are another great way to get your Avon business right into the homes of potential Customers. If you take advantage of this, be sure to have yourself properly identified as an Avon Independent Sales Representative.

### SUPERMARKET BULLETIN BOARDS

When folks head to the supermarket, they have shopping on the brain. Those store bulletin boards often allow advertising for services or items for sale. It's a prime spot for you to place your authorized Avon business card. If you have to fill out a special form to post, remember to write clearly!

### COMMUNITY NEWSPAPERS AND LOCAL CLASSIFIED PUBLICATIONS

Promote your business and your role as local Avon Independent Sales Representative directly to Customers in your area in local newspapers and weekly publications (like PennySaver, college newspapers or online local publications). If it is a printed publication, ask if there are any online options also available to get maximum exposure.

Many areas have moved to listing numbers and information online. No matter how it's produced, your regular phone book -- the yellow and white pages -- remains a solid marketing option to get your name and contact information in front of Customers in your area. Always identify yourself as an Avon Independent Sales Representative, and billing information must be your home address, not that of Avon Products, Inc.

### TELEPHONE DIRECTORIES (ONLINE OR PRINT)

Making someone feel at home and spreading news of your Avon business by placing a brochure, samples or contact details in a neighborhood Welcome Wagon package is a smart move to reach a potential new Customer. Sometimes, there is a cost to participate in these local welcome services.

### WELCOME TO THE NEIGHBORHOOD PACKETS

### Abracadabra! Making Your Newsletters Fabulous

We love reading about the latest beauty trends...that's why we are in the beauty business, naturally! Your Customers love it too. When you use Avon's free e-mail service to create your own newsletter, write up a sentence or two about the season you are in (who doesn't love reading about Christmas or summertime fun?) or include a photo of yourself wearing a new Avon product that highlights a current beauty trend.

Feel free to share Avon news too! Articles and new releases from official Avon publications are perfect to include in your newsletter, but remember, don't use articles about Avon from other publications. They may be subject to copyright laws, and you need written permission to use them.



Where ever you advertise, you should always include your Avon eStore web address. It gives everyone a way to shop with you 24/7!

## Advertising Roadblocks to Avoid

All of us enjoy the benefits of Avon's heritage and reputation and maintaining that goodwill takes all of us working together to avoid those ways to advertise that could damage it.

### How to know what is okay and what isn't?

We've listed below those types of advertising and marketing that could harm both Avon and your business that you should swerve around.



All Avon Representatives **may not** advertise in:

- Any form of radio or television.
  - Any national newspapers and magazines, like *Woman's Day*, *Redbook*, *USA Today*, and so on.
  - Any regional magazines, like *Texas Monthly*, *The Washingtonian*, *New York*, etc.
  - Trade or Direct Selling publications, like *Making Money*.
  - Any outdoor commercial advertising such as transit ads, billboards, and so on.
  - Any promotion with other companies or other businesses.
- X** **For example:** You may not feature Avon in the same promotion or offer as one for a local beauty store.



One essential way you can help to protect the Avon name and reputation is to control the messages about Avon out there in the media.

Avon Representatives should not contact or respond to any one in the press (like television, radio newspaper or magazine reporters) inquiring about articles or seeking comment on Avon news or announcements.

## Cracking the Online Marketing Code

*Protecting Avon’s reputation becomes a little trickier when you advertise online. We’ve detailed the proper guidelines when you set up a website or email address and any other type of online marketing.*

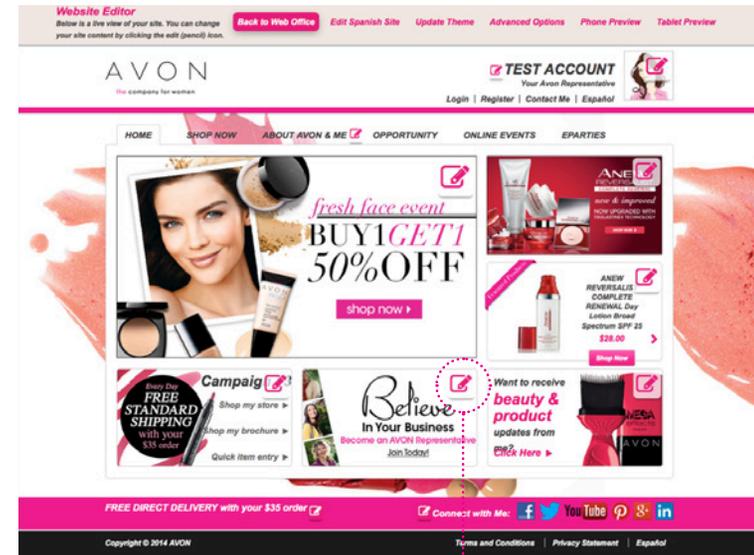
### Web pages and Websites

To maintain consistency of the Avon brand, any website or web page with the word “Avon” or any other Avon trademark in the URL or domain name is not allowed.

- X** So, “www.avonproductsandmore.com,”  
“www.avonrepANEW.com,” “avonproducts.xyz.com,”  
or “www.xyz.com/avonproducts” **are not okay.**



**The only website or web page you may create** to advertise your Avon business as a Representative is your Avon eStore. It’s so simple to set up and customize – for details, read over Avon’s *Representative Policies and Procedures* at [www.yourAVON.com](http://www.yourAVON.com).



*It’s so simple to set up and customize your Avon web page. Simply click the icons!*

On your Avon eStore, focus just on your Avon message by not promoting any other non-Avon products or businesses (which includes non-Avon charities, ventures, services or activities). Links to other non-Avon web sites or pages cannot be included, whereas links to profiles and pages for your Avon business can.

## Cracking the Online Marketing Code

### Email Addresses

When choosing an email address to use for your Avon business, create an email address that includes your name, but be sure avoid using “Avon” or any other Avon trademarks (such as ANEW or Skin So Soft, etc).



**For example:**

*AvonLady12345@aol.com* or

*AvonMartha821@gmail.com*

is not allowed, as it affects consistency of the Avon name and trademark.

**THERE IS ONE EXCEPTION:**

if you have an email address that includes “Avon” or any other Avon trademark that was created prior to June 12, 2007, you may continue to use that email address as long as you are following all of the other advertising and promotion policies and guidelines. If your email address was created after June 12, 2007, you need to switch your email address.



### THE GOLDEN RULE OF ONLINE COMMUNICATION

It's always best to rely on regular, polite ways of reaching Customers. No one wants to receive unwanted emails or text messages, also known as “spam.” Think of “spam” like the online version of those telemarketers that always call during dinnertime—they are just annoying. As an Avon Representative, you may not send, transmit or otherwise communicate any “spam” or unsolicited emails or text messages that attempt to sell Avon products, recruit new Avon Representatives or promote the Avon selling opportunity.

## Cracking the Online Marketing Code

### Online Advertising and Sales

Listing for sale or advertising Avon products or the Avon selling opportunity in online markets or other online outlets diminishes the solid reputation of Avon we have all worked to build. This means that no Avon Representative is permitted to sell, recruit, create or advertise deals or coupon codes on other online sites such sites as *Groupon*, *Living Social* or *Retailmenot*.

An independently-managed online marketplace or an online marketplace on sites like eBay, Amazon.com or Yahoo! Shopping is not allowed. National online advertising, creating banner ads and purchasing “keywords” from a search engine or other online service is not permitted whether or not it includes “Avon” or any other Avon trademarks.

### No Avon Representative is permitted to:

- List products for sale on online marketplaces such as eBay or Amazon
- Create deals for sites such as Groupon or Living Social
- List coupon codes on sites such as Retailmenot and Coupon Cabin
- Pay for National online advertising or create banner ads whether or not they use the word “Avon” or other Avon trademarks
- Create a website or web page other than the Avon provided personal Avon eStore or your social media pages to promote, sell and/or recruit

**REMEMBER:** Not following the advertising and promotion guidelines could result in removal as an Avon Independent Sales Representative.



## Avon's Social Media Guide

**Facebook. Twitter. Pinterest.** These and other social media sites all do the same thing – they connect people.

As an Avon Representative, you know that connecting with people is how you build a business. Your online communities are broad reaching, powerful and **FREE** tools to engage with your current and potential Customers and team members.

Your online social media communities are not the only tools in your advertising toolbox, of course. Social media doesn't replace face-to-face or sharing brochures, but spending a few minutes a day on Facebook or Twitter can expand your reach and help you keep connected 'across the miles'.

Getting started with social media and knowing how to use Facebook or Twitter to grow your business can be daunting, but it's very easy! We've gathered some how-tos and hints to help!

**1.28 billion**  
monthly active users  
on Facebook\*

**802 million**  
daily active users  
on average on Facebook\*

**609 million**  
mobile daily active users  
on Facebook\*

**255 million**  
monthly active users  
on Twitter†

**70 million**  
users on Pinterest - and  
steadily gaining momentum  
outside the US‡



**Still not convinced? Here's how Social Media will supercharge your business online!**

- Just imagine how many people you can reach in an instant!
- Think of the time you'll save when you can tell all your Facebook or Twitter friends about a great new product at once!
- You can share selling tips and connect with Representatives all over the world!
- You can add pictures of yourself or a friend wearing or using their new products to create excitement and make others wish they had what she (or he!) is wearing too!
- Plus if you connect with Avon on social networks you may benefit from exclusive online offers, events and incentives.
- Helps to promote you as an Avon Independent Sales Representative and promote your Avon business.
- Don't forget to promote your eStore via Social Media. A quick and easy way to make sales!



Wondering how being active on social media sites will help your Avon business? Check out these stats: ▶

**50%** of small businesses say they gained new Customers just using social media

**85%** of all businesses increase their exposure to potential Customers when they use Facebook or Twitter or Pinterest

**69%** of people that go on Pinterest find items or services they bought or want to buy

**77%** of business to consumer companies gained Customers by having a Facebook page

## Avon's Social Media Guide

Getting started in 4 easy steps

1

### Create your profile.

Read the rules and privacy guidelines of each Social Media site before creating your profile.



 **HOW TO create a Facebook profile**

 **HOW TO create a Twitter profile**

 **HOW TO create a YouTube profile**



2

### Connect with Avon

Get the latest news, events, offers and lots of great content to share with your friends and Customers.

 **LIKE:**  
<http://www.facebook.com/Avon>

 **FOLLOW:**  
<http://twitter.com/AvonInsider>

 **FOLLOW:**  
<http://pinterest.com/Avoninsider>

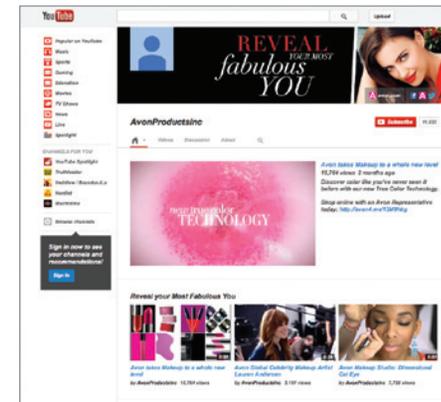
 **FOLLOW:**  
<http://www.instagram.com/AvonInsider>

 **SUBSCRIBE:**  
<http://www.youtube.com/avon>  
<http://www.youtube.com/AvonUSAREps>

3

### Start listening

See what people are talking about and sharing to get a feel for what topics and conversations are relevant.



4

### Join the conversation

Jump right in. Avon Representatives are encouraged to promote their businesses by posting in groups, leaving comments, replying to someone, or sharing messages and photos.



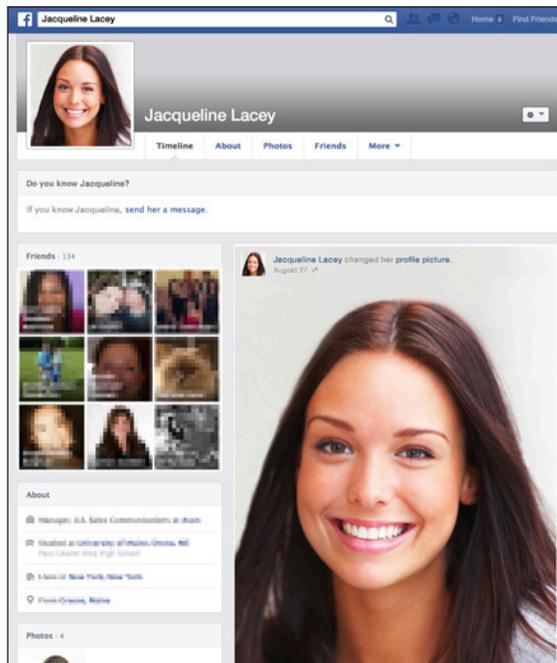
**Keep reading to learn more!**

## Understanding Facebook Profiles, Pages and Groups

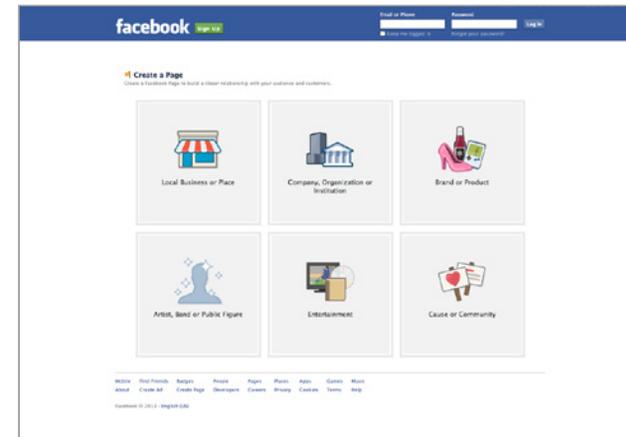
When promoting your business on social media, it's important to clearly identify yourself as an Avon Independent Sales Representative so that your friends, fans and followers know that you are speaking in this capacity.

**Personal Profile:** a personal summary of who you are, giving friends an easy way to see your hometown, where you're working and more...it's a great way to get started in social media and build your network!

It's against Facebook policy to promote your business through a personal profile, so please ensure you clearly identify yourself as an Avon Independent Sales Representative.



**Facebook Page:** is for businesses, brands, companies and celebrities. You should create a Facebook Page for your Avon business that is separate from your Profile and invite people to 'like' your Page.



**Facebook Groups:** link to your Profile and are a perfect way to stay in touch with your Avon business. You can add friends and start sharing content, promotions and even sales tips in a matter of clicks, you can also post updates and poll the group. There are also three privacy settings you can create for each Facebook Group - Public, Private and Secret.

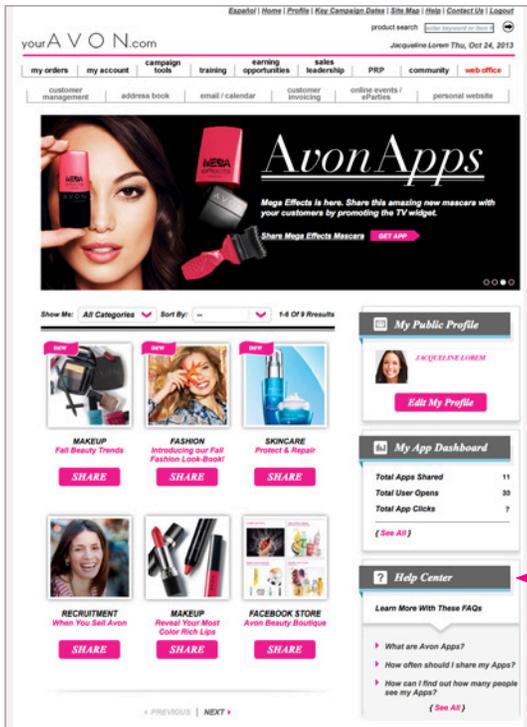


## Avon Apps

Kick start your success by visiting Avon Apps where you will find many social media tools to help you build your business

### Sharing Avon content online is quick and easy!

We have created free apps to help you boost sales through Social Media channels like Facebook and Twitter. Check out the **“how to” step by step guide in the Avon Apps section here.**



## Creating Your Profile and Social Identity

### Can I use “Avon” in my username?

Many social networks require the use of your given name when you create a personal account. For example, Facebook may delete personal accounts if they are found not to contain real names.



**X Wrong usage**  
Unauthorized use of the “Avon” registered trademark in a Facebook Profile.



**✓ Correct usage**  
For accounts that require your given name, you should use your actual first and last name. Facebook requires you to use your first and last name in your personal Facebook Profile.

## Creating Your Profile and Social Identity

### How do I show my association with Avon?

You may use the “Avon” registered trademark in conjunction with your Avon title and/or level to show your association with Avon. See the box below for title and/or levels.

Most social networks also have a “bio” or “about me” section in your profile where you should indicate your Avon title and/or level.



**Correct usage** ✓ You may indicate your association with Avon in any “bio” or “about me” fields using your Avon Title and/or level, in full or abbreviated.

#### Avon Title and or levels for Independent Sales Representatives:

- “Avon Independent Sales Representative” or “Avon Ind. Sales Rep”
- “Avon Independent Sales Leader” or “Avon Ind. SL”
- “Avon Unit Leader” or “Avon Ind. UL”
- “Avon Advanced Unit Leader” or “Avon Ind. AUL”
- “Avon Executive Unit Leader” or “Avon Ind. EUL”
- “Avon Senior Executive Unit Leader” or “Avon Ind. SEUL”

For accounts that do allow use of business or nicknames (e.g. Facebook Pages (not profiles) or Twitter accounts), you may use your Avon title and/or level in your user name.



**Correct usage** ✓ For accounts that allow the use of business or nicknames, you may use your name, Avon title and level (e.g. Facebook Pages or Twitter accounts).



**Wrong usage** ✗ You are not authorized to use the “Avon” registered trademark paired with any geographic location such as a city or country. It could cause confusion with Avon’s official corporate accounts.

### Can I use Avon Logos & Images?

Yes! You may use any Avon logos or images provided to you by Avon, but not any unauthorized images or logos. Using Avon’s approved images can enhance the professional look of your account.



A variety of social media images are provided on yourAVON.com in Avon Apps.

## Promoting your Business and Recruiting using Facebook



With more than a billion users worldwide, Facebook has unlocked a new way of connecting and sharing online. Here are 5 ways you can use Facebook to promote your business:

1. **Connect with people.** Build strong and meaningful relationships online and remember, developing close relationships with people offline helps build peer recommendations and word-of-mouth offline. Facebook is the global leader in connecting people online.
2. **Promote, share and engage others with customized Avon content.** Post links, share images and the eBrochure to drive awareness of your business online...and remember to link to your Personal Webpage to your social media account. Upload Avon approved images, video or links to products and share any of the apps from the Avon App store on yourAVON.com.

3. **Showcase the earning opportunity online.** People love to explore what other Facebook users have done whether it's holidays, incentive trips or your Avon business or team events.



**X Not suggested**  
Avoid posts like this as it's not the right tone of voice.



**✓ Suggested usage**  
Instead, showcase the lifestyle that Avon can bring you. Chances are, people will want to know how they can too!

4. **Promote your Avon eStore.** Attract new Customers and sell to family and friends far from home, while you're open for business to everyone 24/7. Sharing your Avon eStore link to your Facebook profile allows you to reach new Customers, spread the word and grow your business.
5. **Create sales events and rallies in your area.** Such events can easily be created and managed within your existing Facebook Profile, saving you time and money. Find out how to create a Facebook event now, [view more \(https://www.facebook.com/events/list\)](https://www.facebook.com/events/list).
6. **Online Chat.** Facebook Messenger is not limited to your personal computer; you can also reach friends on their mobile phone! Group chat conversations make it easy to message everyone at once and see where your business leads are.

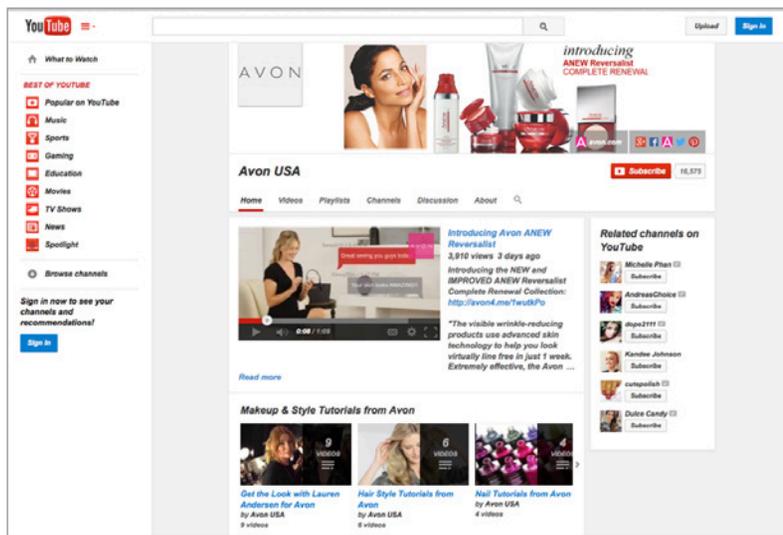
Quick Link to create a Facebook account:  
<http://www.facebook.com/help/createaccount>

## Beyond Facebook: Other Social Networks to Promote Your Business Online

There are a lot of Social Media networks but you don't need to be on them all. Start with one and then build on your success and branch out to other networks once you are comfortable.

Here are 5 well known networks:

### YouTube



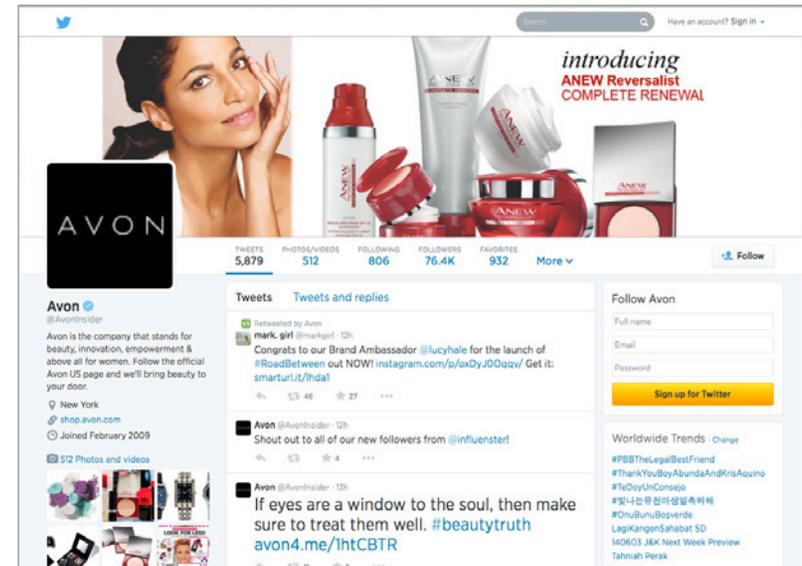
YouTube is a video sharing website where you can view, upload and share videos. It's a great way to promote or view product demonstrations and beauty how to videos.



View More:

<https://support.google.com/youtube/?hl=en#topic=2676319>

### Twitter



Twitter enables you to send and read messages known as "tweets" which are 140 characters or less. Twitter can be a great support for your business, as you can quickly let your followers know what is happening including updates, launches and events.

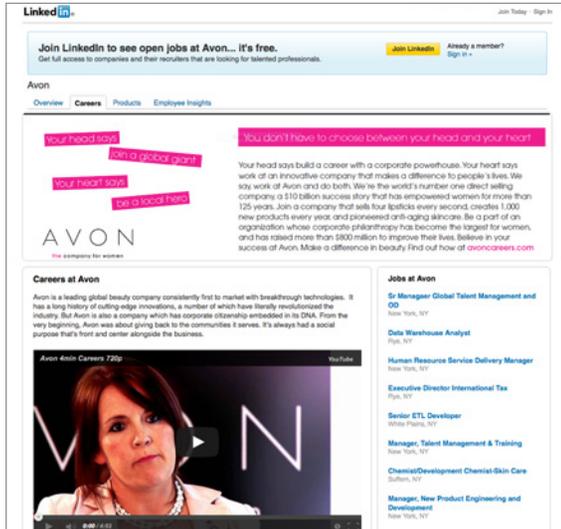


View More:

<https://support.twitter.com/articles/215585#>

## Beyond Facebook: Other Social Networks to Promote Your Business Online

### LinkedIn

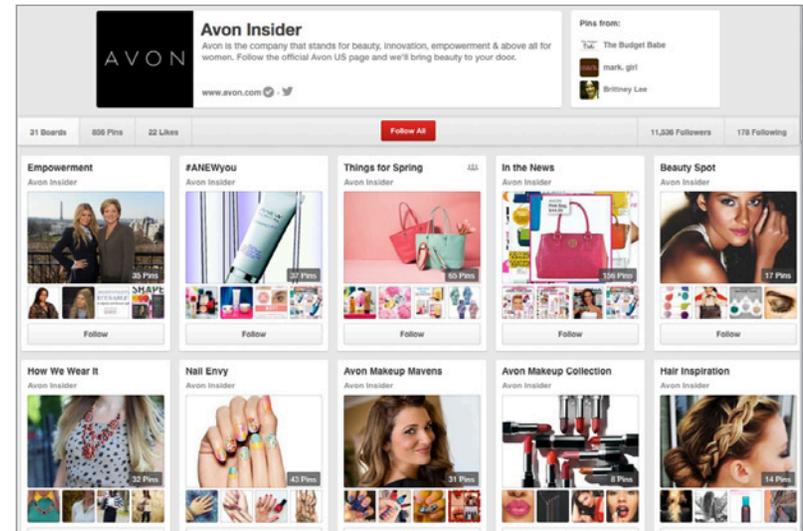


LinkedIn is “the world’s largest professional network” focused on bringing together professionals to share contacts and job opportunities. It’s especially useful for recruiting.



**View More:**  
[http://help.linkedin.com/app/answers/detail/a\\_id/398](http://help.linkedin.com/app/answers/detail/a_id/398)

### Pinterest



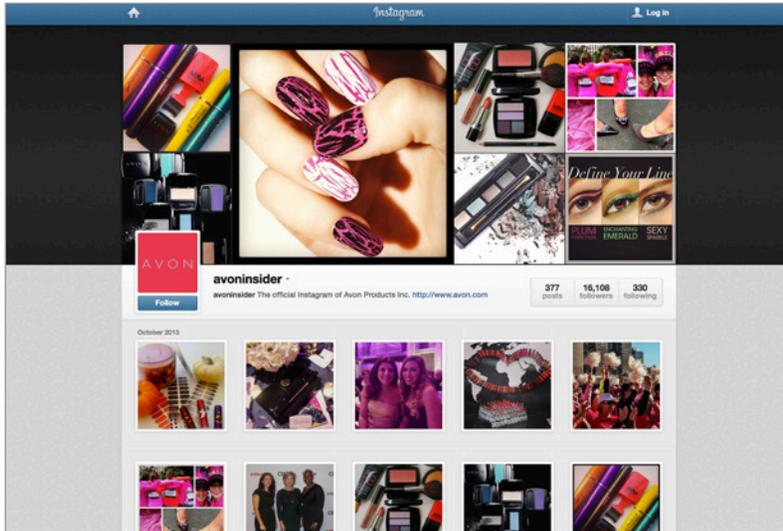
Pinterest is a “virtual pinboard” which lets you collect and share images you discover online or upload from your computer. You can “pin” anything you find on the internet on to a board focused on a theme (beauty or fashion trend, favorite products etc).



**View More:**  
<http://about.pinterest.com/basics/>

## Beyond Facebook: Other Social Networks to Promote Your Business Online

### Instagram



Instagram lets you share photos taken from your mobile phone with your friends. It's a fun and easy way to share what's going on in your life and the things that you discover.

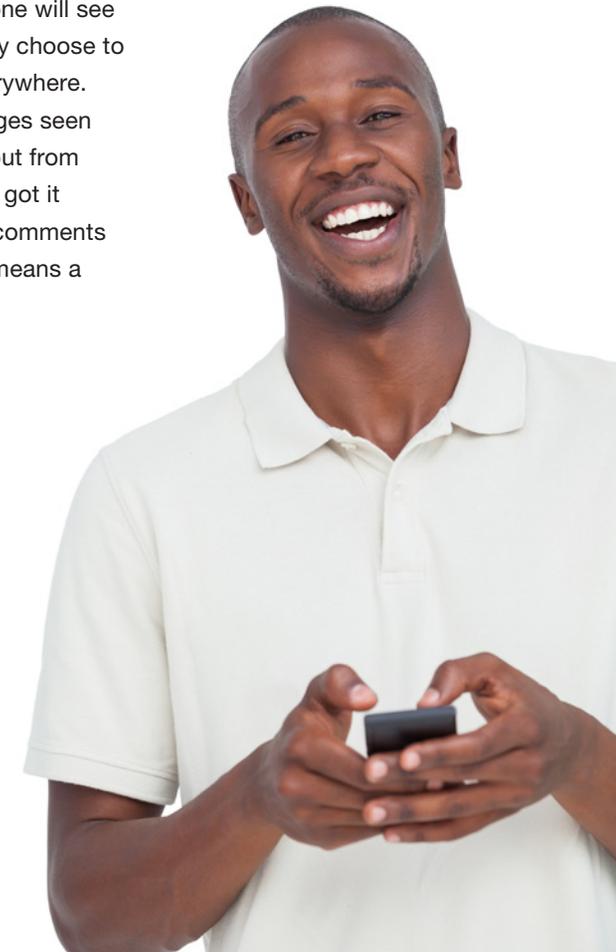


View More:  
<http://instagram.com/about/faq/#>

## The Key to Creating Fabulous Social Media Content

*So you've signed up on Facebook, set up a Twitter account and created some Pinterest boards. Now you are staring at the blank screen. The cursor is blinking. And blinking. You don't know what to post, Tweet or pin. Or maybe you have been driving along those social media roads and need some fresh ideas on what to share.*

Today, the only messages anyone will see and hear are the messages they choose to see and hear – 'content' is everywhere. The key to making your messages seen and heard? Make them stand out from the crowd – you'll know you've got it right when you see your likes, comments and shares soar...all of which means a boost to your business!



## The Key to Creating Fabulous Social Media Content

It all comes down to **what** and **when** you post:

### What to post?

**Include a photo.** A great photo will get more likes and comments than any other post. But remember to keep it relevant, fun and professional. The occasional photo of your children is great, but balance it with fun and engaging photos about your Avon business. So strike a pose!





**Ann Huber, AVON Rep** @maikosan  
*Celebrating in Hawaii with fellow Avon President's Recognition Program achievers. Who doesn't love an all expenses paid trip!*



**Concise messages.** Twitter's 140 character limit has changed how we write messages. But believe it or not, the messages that receive the most 'likes' are those with 80 characters or less. If you have to 'continue reading', chance are your audience won't.



**Jacqueline Lorem**  
 When you gals host parties or open houses, what day of the week do get the highest attendance rate?



**Ask questions.** You can ask friends or fans to post, comment or tell you something – like their favorite make-up tip. Chances are it will double the number of comments you receive (...and give you some great tips!)



**Jacqueline Lorem**  
 6 hours ago  
 As an Independent Avon Sales Representative, my favorite product is an Avon's Ultra Glazewear lipgloss. Tell me yours! "One beauty product that you will always find in my bag is\_\_\_\_\_."





**Fill in the blanks.** Ask friends and fans to fill in the blank, for example: "My beauty must-have is\_\_\_\_". This type of post is most likely to receive comments.

**Share a link.** It might be to an interesting article, or video which could be relevant and interesting to your audience.

 Avon shared a link.  
 7 October

Punch up your week with a bold red lip. Avon Global Celebrity Makeup Artist Lauren Andersen shows you how to pick the shade that's right for you!



**Avon Makeup Studio: The Perfect Red Lip**  
<http://www.youtube.com/watch?v=8R01AV9cgE4&list=PL...>

With Ultra Color Rich Lipstick shades ranging from Lava Love to Rich Ruby, anyone can find the perfect red lipstick. Avon Global Celebrity

 513 15 410

 **Patricia C Tucker**  
 5 hours ago

Take advantage of the great deal! \$10 goes a long way when it comes to Avon products. If you don't believe me, then stay tuned to my fan page Your Mavens: Ms Patricia T. I will be posting great \$10 deals and gifts ideas everyday until the 13th! Feel free to share this code with all of your family and friends!

www.youravon.com/patriciatucker used code:NOV13FS expires midnight, 11/13/2013

3-DAY SPREE!

**FREE SHIPPING**

WITH ANY \$10 ORDER

[SHOP NOW](#)

**Share great offers.** Spotted a great deal in your Avon eStore – let your Customers know and share a link to your own eStore. Who doesn't love a bargain! Key words to include are '\$ off' or 'Coupon'.

### Where to find great Avon content to share?

 Facebook.com/Avon

 Pinterest.com/AvonInsider

 Twitter.com/AvonInsider

 Instagram: @AvonInsider

 YouTube.com/Avon

 YouTube.com/AvonUSAREps

## The Key to Creating Fabulous Social Media Content

### What not to post?

- **Avon logos or images** that have not been provided by Avon.
- **Make claims about Avon products** that are false, misleading, incorrect or disparaging comments.
- **Pirate or unauthorized content**, such as celebrity videos or images.

### When to post?

- **When people are listening.** This may be different whether you're talking to a team member or Customer. Generally your message will more likely be heard on Wednesdays and Sundays and in the evening after 7pm.
- **But not too often.** It's not about quantity, but quality. More people are likely to read your posts when you post 1-2 times a day, try not to 'spam' and post 3 or more times a day.



## Top 10 Ways to Get Your Social Media Groove On

1. **Just do it!** Log on or create your social media accounts today and start adding friends and following people or brand pages. Include links to all of your social media profiles so people can find you. Remember to check Avon's and the social media company's guidelines.



2. **Be your fabulous self.** Social networks are all about making new friends. You are your best business asset. A person who inspires others with her own experiences is someone who people want to listen to.



- 3. **Be active and consistent.** Once you set up your accounts, try to post once a day – any more could be seen as annoying, any less and your friends may miss your post. Keep the content fresh and relevant to the conversation with interesting photos, videos and testimonials.

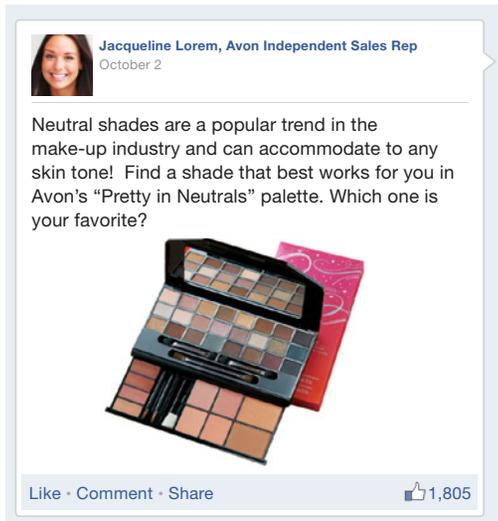


**DO:** Try to post once a day and keep the content fresh and relevant.

- 4. **Add value.** Answer questions, respond to comments and give tips from your own experience. Commit time, energy and resources to inspire, share information and engage others. Mention a trend you've noticed, and then feel free to include an Avon product you love if it's part of the trend.



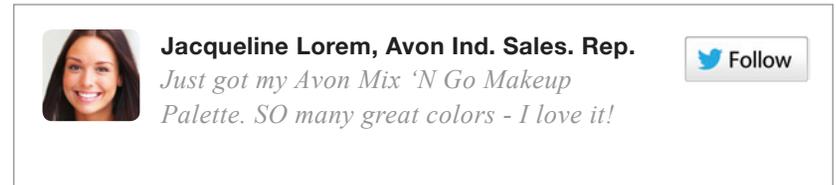
**DO:** Include an Avon product you love if it's part of a trend you're mentioning.



- 5. **Be professional.** What you do on social media reflects on you and your business. If you have misspellings or use too much text speak, people may think you will make mistakes on their orders or don't run a professional business.



**DON'T:** Send posts with too much “text speak” and spelling errors that could make you look unprofessional.



**DO:** Double-check spelling, especially on Avon product names, and show you know your business.

- 6. **Have the right message.** Keep Customer service questions and messages away from Facebook and use our fabulous team of agents who are happy to help.

**Avon Customer Service for Representatives:**  
 1 (513) 551-2866 (English)  
 1 (513) 551-4000 (Spanish)

7. **Don't air dirty laundry or attack others.** Getting involved in negative activity online will only hurt your reputation and credibility in the end. Even when someone says something rude it's best to move on and focus on the positive. Also, avoid anything that could be considered false information, threatening, harassing, defamatory, or obscene.



**X DON'T:** Post negative comments or other inappropriate content.



**✓ DO:** Post positive comments.

8. **Don't be a spammer.** Be personal instead of sending repetitive, impersonal messages. No one wants to keep reading the same post, especially if it includes a link with the line “buy from me!” “visit my store” “earn extra money”

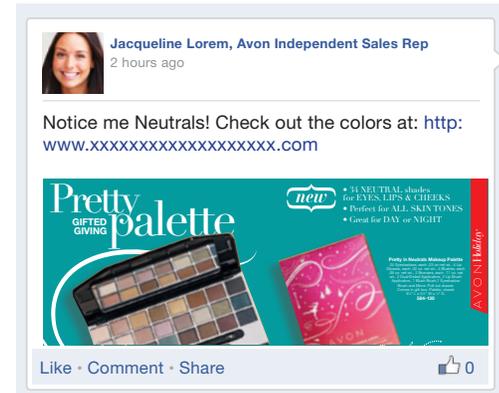


**X DON'T:** Post the same impersonal messages over and over



**✓ DO:** Post positive comments.

9. **Stay safe (and keep others safe).** Be sure you are posting your business information, not your personal information and do not post personal information about another person.



**✓ DO:** Link to your customized Avon web page rather than provide personal contact information.

10. **Above all, have fun.** Growing your business is serious work, but the key is also to make people feel good, have fun and smile! Sprinkle your posts and photos with humor to keep you motivated, or link to articles about beauty trends you love.



## *Did anything make you go “Hmmm”?*

Are you ready to dive into that advertising pool with some new ideas? It's so exciting, right? Remember, if you have looked over this guide and found something you've been doing to promote your Avon business that may not be allowed and should to be fixed, be sure to remedy it as soon as possible. The sooner everyone is consistent with advertising, the stronger the Avon name and your business will be.

*As mentioned before, if you are not complying with the policies and restrictions we covered here, it may result in removal.*



AVON

