

Creating a Facebook Page for Your Arbonne Business

You can promote your business online with a Facebook page to support your Arbonne replicated website and to attract new prospective Clients or team members to the Arbonne products along with the Opportunity.

Arbonne Independent Consultants are required to create a business Facebook page if they want to link to their Arbonne replicated website, share offers and promotions posted on Arbonne corporate social media accounts, or utilise the Share It tool in the Digital Toolkit.

Getting Started

To create an Arbonne Facebook page, log in through your personal account and go to facebook.com/pages/create. Or, on your News Feed, click Create a Page on the left sidebar. Here you'll see multiple page type options.

1. Any page category is acceptable. We recommend selecting Company, Organisation or Institution; Public Figure; or Entrepreneur.
2. Choose a relevant subcategory, if applicable, like Health/Beauty from the drop-down menu.
3. Name your Arbonne page. Arbonne Independent Consultants must clearly identify themselves. List your first and last name, followed by "Arbonne Independent Consultant" no matter your level of commission (e.g., Kate Jones, Arbonne Independent Consultant). Do not use a name such as "Arbonne Kate" or "Arbonne Los Angeles."
4. Fully read and understand Facebook's Page Terms before you click Agree. Always refer to these Terms when posting content to your page; they outline the rules and regulations for posting as a business. When you're ready, click Get Started.
5. Next, write your description. This will be visible below your page icon and in your About section. Example of a great description: "Arbonne combines superior, botanically based products with an exciting business opportunity. For more information, visit [insert your Arbonne replicated website address]."
6. Website: Here you can place your replicated website URL or existing link.
7. Page URL: As it says, this can only be changed once. Do not use "Arbonne" or any of Arbonne's trademarks, product names or derivatives, or any specific geographic region as part of your URL, nor a coined phrase such as facebook.com/PureSafeBeneficial.
8. Select Yes to "Is this a real organisation?" question.

9. Select Yes to "Will [page name] be the authorised and official representation of this organisation, school or government on Facebook?" Facebook has updated its rules to only allow official organisation representatives to create a page.
10. Upload a professional photo as a profile photo, or use an Arbonne Independent Consultant logo that has not been altered available in the Digital Toolkit.
11. Add your page to your Bookmarks to make it easy to navigate to.
12. Skip Creating an Ad to Promote Your Page for now. Refer to our Social Media Advertising Guidelines once you're ready.

Optimising Your Facebook Business Page

Whether you just created a Facebook page for your Arbonne business, or already have one, you need to use your own name and image.

Follow these guidelines to ensure your page is both compliant and engaging:

1. **Timeline Cover Photo:** Choose an image from the Digital Toolkit or use a personal image. Arbonne regularly updates the image selection, so check back frequently. Do not use the same cover image as any of the Arbonne Home Offices. You must maintain a distinction between yourself and Arbonne corporate.
2. **Page Name:** Arbonne trademarks cannot be used for any page or profile or group name names. Always use "[Your Name], Arbonne Independent Consultant." Facebook only allows you to change your page a certain amount of times depending on your page specifications. Reflect title recognitions in the About section to stay within the limit. If you are the owner of an existing page with "Arbonne" in the name, follow the instructions below in the Bringing Your Facebook Page Into Compliance section.
3. **Profile Image:** Use a professional photo of yourself. If you're uncomfortable sharing a photo of yourself, you may use an Arbonne Independent Consultant logo that has not been altered.
4. **About:** Tell your audience about yourself and your business. Here's an example of a great description: "Arbonne combines superior, botanically based products with an exciting business opportunity. I am an Arbonne Independent Consultant based in the _____ area. For more information, please visit [insert your Arbonne replicated website URL]."
5. **Contact Info:** You may also link to your Arbonne replicated website in the Website section of your page.



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6. **Using Images:** Share images from the Arbonne Home Office accounts, or find images to post by using the media library in the Digital Toolkit. Stay up to date with the current selection of images. You may not add any verbiage to shared images that may misconstrue the message in the original post (e.g., "I've also used the ABC Arbonne Baby Care® Body Lotion for my dog — it works wonders!" or "Having a one-time fire sale on Genius — get on my list!").
7. **Call-to-Action (CTA):** You are allowed to use a CTA. We recommend choosing Shop Now and linking to your Arbonne replicated website.

Making Your Facebook Page Compliant

If you have a Facebook page or personal profile with a noncompliant name, take immediate action to avoid Facebook shutting down your page for infringing on Arbonne International trademarks. You may only change your URL once; if you've exhausted Facebook's limitation on this issue, you will be required to delete the noncompliant account and create a new Facebook page.

To change a page name, go to your business landing page (e.g., facebook.com/katejones1):

- In the admin panel on the top of your business page, click Edit Page.
- From the drop-down menu, choose Edit Settings.
- Several options will pop up.
- Select Page Info from the top toolbar.
- Edit your page name and page address if either of them contains "Arbonne." Do not use "Arbonne" or any of Arbonne's trademarks, product names or derivatives, or any specific geographic region as part of your page name, nor a coined phrase such as facebook.com/PureSafeBeneficial (e.g., facebook.com/arbonnekate).

To change a profile name, log in to Facebook and click on the gear icon at the top right corner:

- From the drop-down menu, select Account Settings.
- Edit your name and username if either of them contains "Arbonne."

Creating a Personal Facebook Profile

New to Facebook? You'll have to create a personal profile before you make a business page. Here's how:

1. Visit facebook.com and click Sign Up.
2. Complete the required fields. Sign up with an email account you use regularly.
3. After you sign up, Facebook will send an email to the address you used to sign up. Open that email and confirm you are the proper owner of the email account by clicking on the provided hyperlink.
4. Once your email address has been confirmed, you will be redirected back to the Facebook homepage to log back in to your account. After you log in, you can verify your account by adding a mobile number to it. By doing so, Facebook will allow you to use more of its essential features.
5. Now you can begin adding location, work, education, and contact information to your profile.
 - a. **Workplace:** When adding a link to your work, do not link to any official Arbonne pages. Instead, tag your Arbonne Facebook page or type in "[Your Name], Arbonne Independent Consultant." If you are in the process of making a business page, you can leave this section blank and come back to it. Do not state that you work for Arbonne as you are the owner of your own Independent Consultant business.
 - b. **Contact Information:** You may link to your Facebook page or Arbonne replicated website in the Website section.
 - c. **Profile Photo:** Upload a professional photo of yourself or use an Arbonne Independent Consultant logo as long as it has not been altered. You are not allowed to use any other Arbonne copyrighted images or alias as your profile photo.
 - d. **Cover Photo:** Choose from one of the cover images in the Digital Toolkit, or a personal image that you've taken. Refer to the section on Branding Your Facebook Business Page.
 - e. **Facebook Web Address:** Customise this with your username (e.g., facebook.com/username). Do not use "Arbonne" or any of Arbonne's trademarks, product names or derivatives, or any specific geographic region as part of your URL, nor a coined phrase such as facebook.com/PureSafeBeneficial or any variation thereof, anywhere in your web address.
 - f. Once your profile is complete, you can make a page for your Arbonne business by following the guidelines in this document.

Arbonne makes no promises or guarantees that any Independent Consultant will be financially successful as each Independent Consultant's results are dependent on his or her own skill and effort. You should not rely on the results of other Arbonne Independent Consultants as an indication of what you should expect to earn. Actual financial results of all Arbonne Independent Consultants for the preceding year are contained in Arbonne's Independent Consultant Compensation Summary (ICCS). You may view the Independent Consultant Compensation Summary on Arbonne's official website at arbonne.com > Your Opportunity > Compensation > Compensation Summary.

