



Dated: 1<sup>st</sup> June 2020

[REF#COMP/05/20]

## **SOCIAL MEDIA POLICY**

All members (Independent Business Development Executives) working with LBL are requested to follow the Rule (4.4.2), (4.4.3) and (4.4.4) of LBL Terms and Conditions and Rule of Conduct while promoting LBL Business on Social Media or Internet.

Following are the rules and guidelines regarding Social Media and other online media including YouTube:

- 1) Members (IBDE) are not allowed to use LBL name, Logo or any other trademark in their social media posts without prior written permission from the company.
- 2) Members (IBDE) shall not promote LBL presentation videos OR webinar recordings on social media or YouTube without permission received through official email from [admin@welcometobl.com](mailto:admin@welcometobl.com).
- 3) Members can however promote training products, share their learning experience with LBL Training products on Social Media.
- 4) Members are not allowed to present LBL Business Plan / Income Opportunity OR other incentives on Social Media or Internet.
- 5) There is no restriction to share LBL Presentation, trainings, business plan and incentives in close groups of WhatsApp or similar apps.
- 6) Members can share their training product testimonials and certificates on social media and online.
- 7) For business visiting cards use standard guidelines from visiting card template that can be downloaded from the download section on the website.

Any member found violating the above terms and rules will be considered as breach of the Terms and Conditions of LBL and Rule of Conduct and shall be treated as per the Rule 9.1 of the Terms and Conditions and Rule of Conduct of LBL that includes temporary or permanent termination of LBL membership (IBDE Contract) and user account.