

MÖDERE®

INCENTIVE TRIPS SOCIAL SHARING GUIDE

INCENTIVE TRIPS

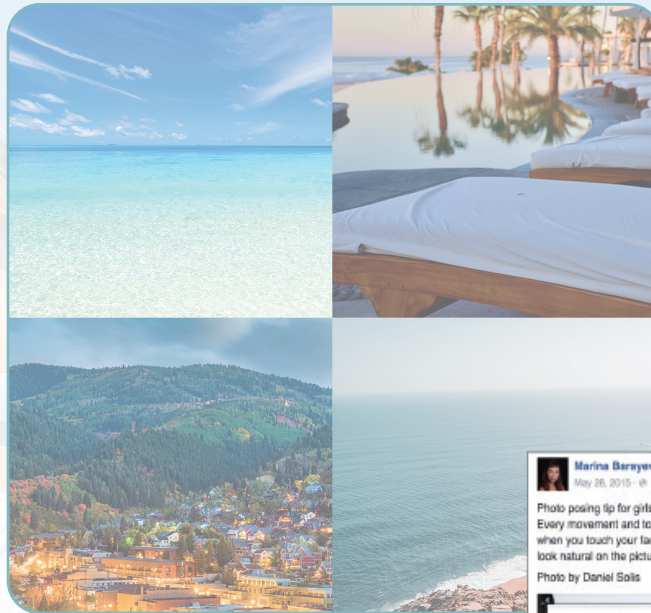
Incentive trips are an opportunity for the company to reward the hard work and efforts of Social Marketers as they meet the requirements to qualify for any given incentive trip. That said, how Social Marketers might share about these incentives has limitations.

It is important to understand that our industry has regulatory guidelines that we must adhere to protect the company and the viability of the opportunity. How the opportunity is promoted is subject to regulatory requirements. We request that you thoroughly review and understand these guidelines so you may appropriately share information related to company incentive trips.

As a general principle there is a requirement that our words and images used to communicate about the potential business opportunity are consistent with what can **generally be expected by the typical Social Marketer**. At the core, this is to protect potential prospects from information that would be misleading or misrepresentative of the opportunity.

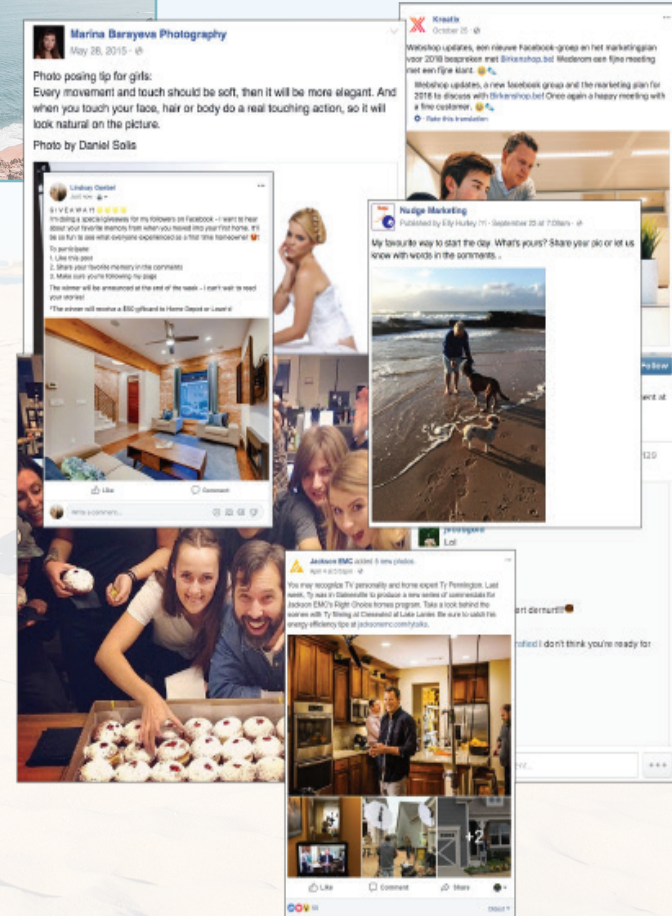
Please know that incentive trips are not what the typical participant might expect to receive. Therefore, how they are presented is important. **Any social sharing, regardless of platform and format (post, live, stories etc.), are subject to this guidance.**

Please keep in mind that often even appropriate claims may still require the proper disclosures to avoid being considered misleading. That said, there is more generic and curiosity creating content, not directly associated with the company or incentive, that would not require the same disclosures.



NET IMPRESSION

Another concept that is key to understand is NET IMPRESSION. Please know that it is not about just the words and images in any given post (live, story etc.) but the NET IMPRESSION you might be conveying through all your messaging. Net impression is the takeaway message conveyed to the potential audience. Consider the message that might be received by a reasonable consumer or prospect if they were following you. Keep in mind that tags, likes, pins, and similar ways of showing you like a brand or product are considered endorsements.



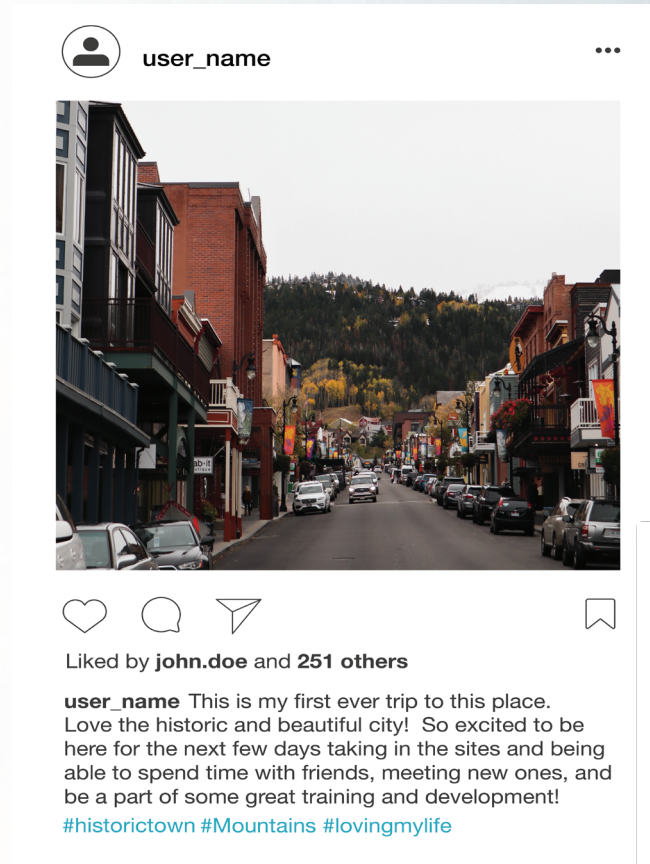
WHAT YOU CAN SHARE WITHOUT A DISCLOSURE

It is appropriate to speak generally about the **EXPERIENCES** you might have while attending an incentive trip.

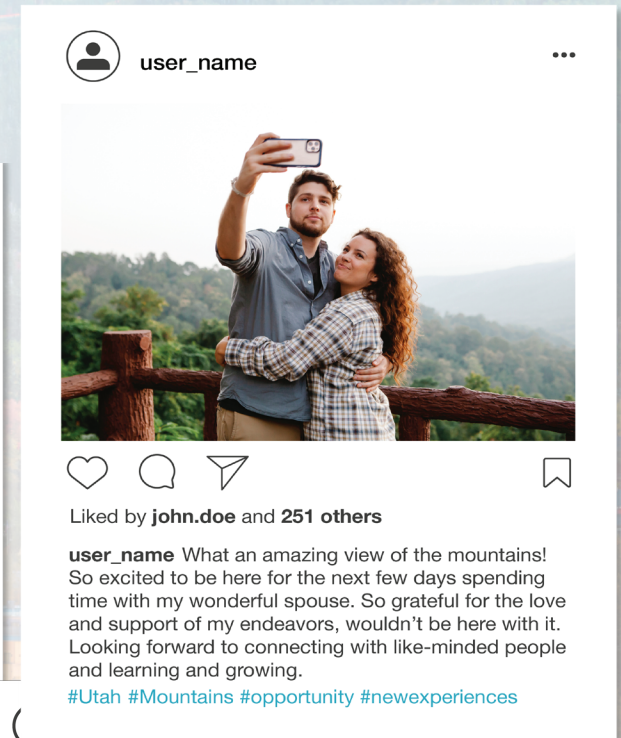
This type of sharing is about creating curiosity and not directly referencing the company, or the trip being an incentive etc. Keep it simple and focused on your individual experience.

- You can discuss the fun that you are having
- The opportunity to connect with friends
- Opportunity to meet new people
- What you might have learned etc.
- Aspects of the location, the views, the scenery, etc. (without focusing on elements that might highlight the luxury or exotic nature)

Please keep in mind this general content should still avoid messaging or images that might be used to imply a lifestyle or value and that could be misleading. This might include images of the resort or property, references to the amenities or quality and luxury of the location.



Keep in mind that even if you don't include a specific reference to the company, or it being an incentive trip, it still is not appropriate to use the type of terms highlighted in this example.



Hashtags must also avoid making inappropriate claims or representations

WHAT CONTENT WOULD REQUIRE THE DISCLOSURE

The use of the company specific disclosure is required under any of the following:

- When any specific or implied reference to the company is included
- When speaking about the trip with terms like, incentive, earned, or qualified for.
- Reference to the company, the opportunity, or your business
- Reference to other individuals in the company, whether employees or other leaders that clearly make a connection to the company

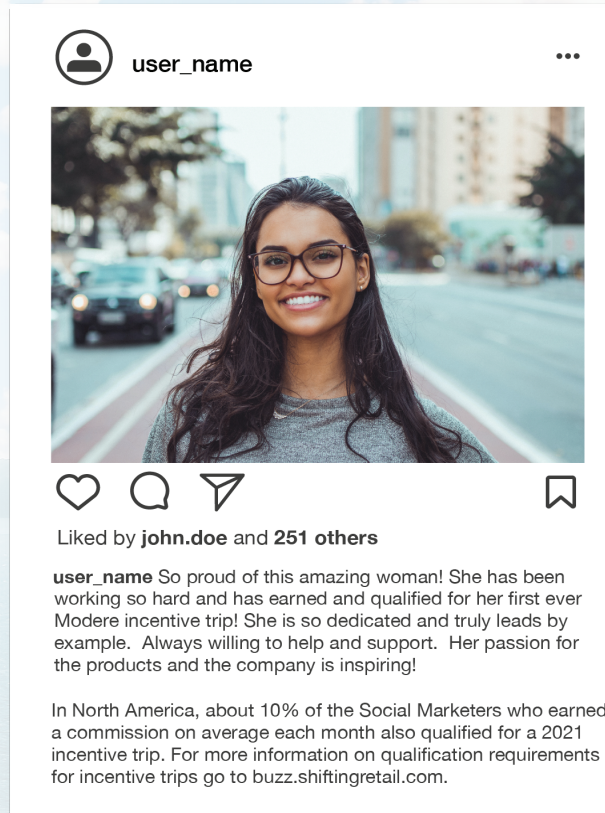
Keep in mind the use of the disclaimer is not limited to when the name Modere is used. If there is a reference or connection to the company the required disclosure must be used. This is to help provide the necessary details to avoid a potential prospect being misled, as they ultimately will reach out to find out more and then the company will be shared. The disclosure shares the data regarding what percent of Social Marketers qualify for incentive trips. The required disclosure must be clear and conspicuous following these guidelines:

- Prominence - must be easily read
- Placement - should be where someone will likely look and not in text that is cut off if message is longer.
- Proximity - must be close to the claim, not easily missed.

REQUIRED DISCLOSURE:

In North America, about 10% of the Social Marketers who earned a commission on average each month, also qualified for a 2021 incentive trip. For more information on qualification requirements for incentive trips go to buzz.shiftingretail.com.

In this example the inclusion of the disclosure is correct, even though the company name was never used.



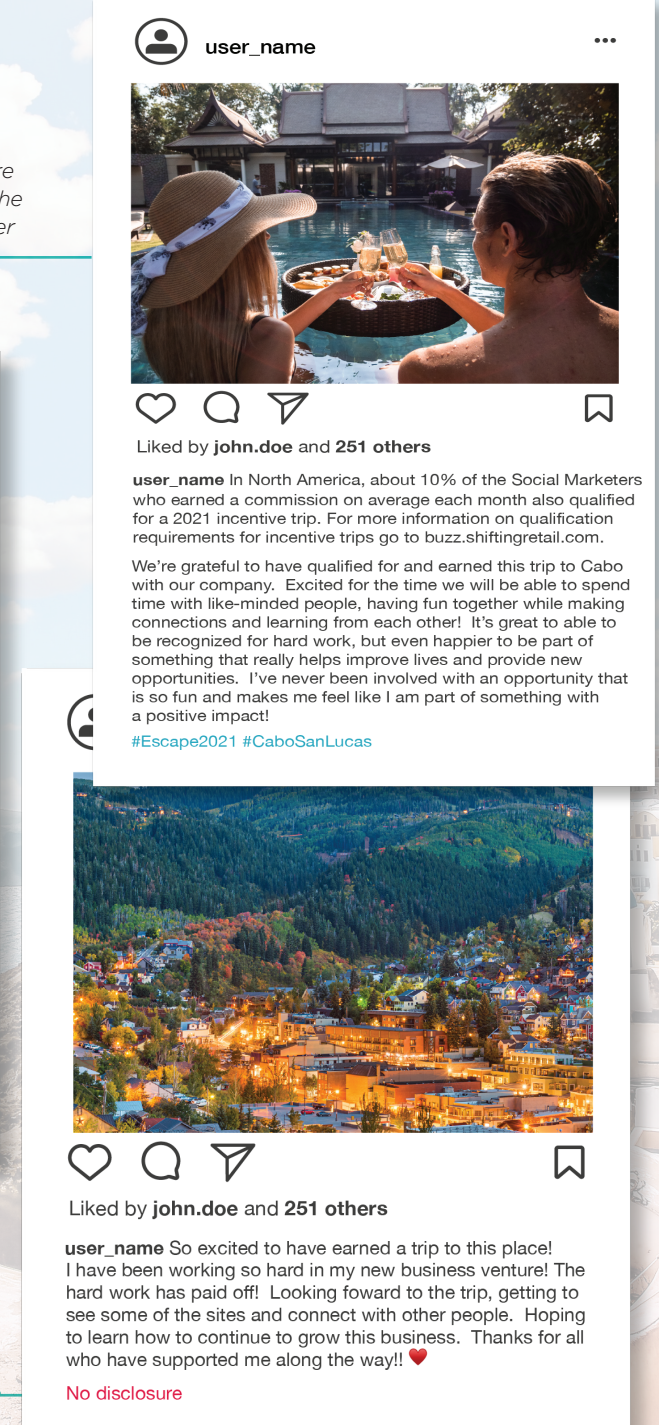
user_name

Liked by **john.doe** and **251 others**

user_name So proud of this amazing woman! She has been working so hard and has earned and qualified for her first ever Modere incentive trip! She is so dedicated and truly leads by example. Always willing to help and support. Her passion for the products and the company is inspiring!

In North America, about 10% of the Social Marketers who earned a commission on average each month also qualified for a 2021 incentive trip. For more information on qualification requirements for incentive trips go to buzz.shiftingretail.com.

In this example, even without a specific reference to the company regarding earning the trip, mentioning the business requires the disclosure still be used.



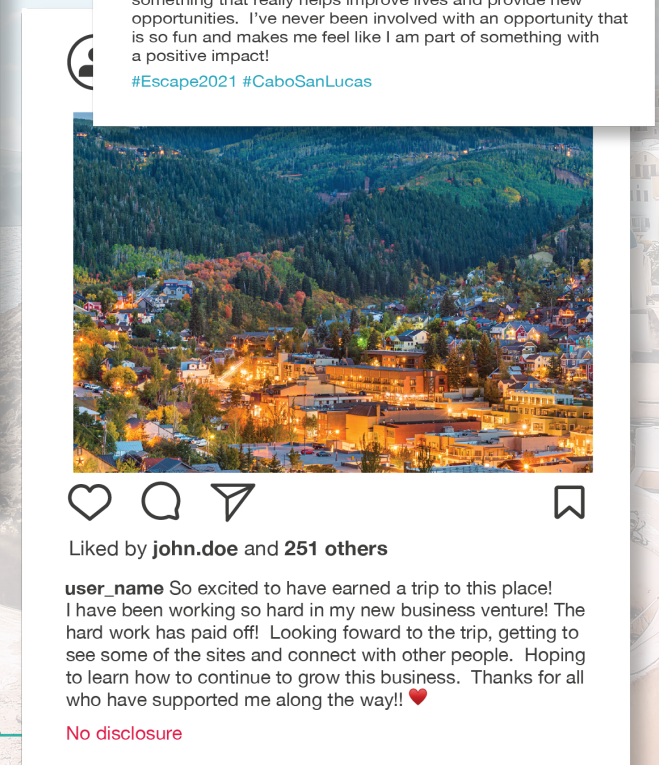
user_name

Liked by **john.doe** and **251 others**

user_name In North America, about 10% of the Social Marketers who earned a commission on average each month also qualified for a 2021 incentive trip. For more information on qualification requirements for incentive trips go to buzz.shiftingretail.com.

We're grateful to have qualified for and earned this trip to Cabo with our company. Excited for the time we will be able to spend time with like-minded people, having fun together while making connections and learning from each other! It's great to be able to be recognized for hard work, but even happier to be part of something that really helps improve lives and provide new opportunities. I've never been involved with an opportunity that is so fun and makes me feel like I am part of something with a positive impact!

[#Escape2021](#) [#CaboSanLucas](#)



user_name

Liked by **john.doe** and **251 others**

user_name So excited to have earned a trip to this place! I have been working so hard in my new business venture! The hard work has paid off! Looking forward to the trip, getting to see some of the sites and connect with other people. Hoping to learn how to continue to grow this business. Thanks for all who have supported me along the way!! ❤️

No disclosure

WHAT TERMS AND MESSAGING MUST BE AVOIDED

- Any messaging about company incentives must not state or imply that they are easy to earn
- Must not say that you won a trip or that it's a free trip
- Statements such as "you're missing out", "you could be here to", or "anyone can do it"
- Avoid emphasizing or exaggerating aspects of the trip, portraying a perceived value of luxury or exotic level of the trip
 - This includes the use of images that the typical consumer would see as lavish and might be misleading

ADDITIONAL OPPORTUNITY RELATED TERMS

The following terms, and any with similar meaning, are appropriate as long as they are not used in a context that might be misleading:

- Flexible schedule
- Time flexibility
- Supplemental income
- Leveraged income
- Work on your own terms

The following terms, and any with similar meaning, may not be used in relation to the business opportunity:

- Passive income
- Residual income
- Replacement income
- Financial freedom
- Time freedom
- Recurring income
- No income ceiling
- Unlimited income potential



It is important to understand that adding the disclosure does not help to correct for claims that may have been made in the post.



STILL HAVE QUESTIONS?

email ask@modere.com

SOCIAL MARKETER
EDUCATION & COMPLIANCE