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Social Marketing

We had some recent questions from Consultants asking about online promotion and advertising and we wanted to add some clarity to the issue.

First and foremost, the Internet is an environment that changes rapidly. Being so makes it best to not set some rules set in stone, but have basic guidelines, and allow those that feel they are close to the line to easily email and ask us about their particular usage.

Our printed guidelines are worded towards explicit advertising and promotion. For example, buying Google Adwords, Facebook ads, or portraying themselves as a representative of Lilla Rose Corporate, which all are prohibited for Consultants.

It's best to think of it this way. You are free to promote and share yourself and your interests, and Lilla Rose being a part of your life, are free to mention and share it. You are not free to take a sharing website, and use it solely to promote a Lilla Rose Business.

Let's take Pinterest.com for an example. On Pinterest, you can easily pin/save your favorite things around the web and share them with others. You can get a Pinterest.com account, put your name on it, even your picture, and pin anything you want to it. You cannot however create an account on Pinterest using a name of "Lilla Rose", and then using our logo as the profile picture, etc.

Now let's take Facebook. You are free to create a profile about you, and have your profile picture of yourself, or your kids, or your pets, etc. You are also free to talk/share about anything in your life, Lilla Rose being one of them. You are not permitted however, to sign up with the profile name "Lilla Rose" or use our trademarked logo as the profile picture.

Basics guidelines would be not use the Lilla Rose name or logo more prominently than your own personal name or photo. We want to avoid Consultants trying to take advantage of customers by making it seem as if they are the official Lilla Rose outlet on the sharing service - as that is reserved for Lilla Rose Corporate.

There is one frequently used exception that walks the line closely. You can make controlled and orderly use of temporary articles on websites controlled by non-corporate entities. So, you are

free to get a clip, or a special we have running, or a giveaway you would like to run on a popular persons blog. You cannot however approach a Publisher like Condé Nast and ask to be, or pay to promote Lilla Rose products or the opportunity.

Even the giveaway's have rules to follow though, so always ask Lilla Rose Consultant Services for guidance.

Lastly and definitely not least, remember that each website/service has their own Do's and Don'ts that apply to how you are permitted to use their website. Please please please read the websites Policy before investing time into it.