

Social Media Guidelines

Effective January 2014

These guidelines are a supplement to the policies and procedures manual. Please be aware that SendOutCards monitors web activity, including social media activity, on an ongoing basis. If we happen to discover something that is out of compliance, we will request that it be removed or edited immediately.

All notices and requests will be made in accordance with the appropriate section of your Affiliate agreement. Failure to comply will constitute violation of your Affiliate agreement (see section 9.1). If, for any reason, you are unclear as to whether or not something is compliant, submit the information to compliance@SendOutCards.com for review prior to posting.

These guidelines may be amended at any time at the sole discretion of SendOutCards without prior notification.

INTRODUCTION

These Social Media principles are intended to outline how the SendOutCards values should be demonstrated in the online social media space and to guide your participation in this area, both when participating personally, as well as acting on behalf of the Company. It is critical that we always remember who we are (a network marketing company specializing in online greeting cards & gifts) and what our role is in the social media community (to build our brand).

SendOutCards encourages all of its independent Affiliates to explore and engage in social media communities at a level they feel comfortable. Have fun, but be smart. The best advice is to approach online worlds in the same we do the physical one — using sound judgment and common sense — by adhering to the Company's values, and by following all other applicable policies. This encompasses company-sponsored communities as well as those maintained by our independent Affiliates. It is the intent of SendOutCards that these communities are used to provide community members with a forum for discussion, community building, and the creative exchange of ideas. We encourage your frequent and candid participation.

VALUES

- 1) **Transparency** in every social media engagement. SendOutCards does not condone manipulating the social flow by creating “fake” destinations and posts designed to mislead followers and control a conversation. Every web site, “fan page”, or other online destination that is associated with the SendOutCards brand must make that fact known to users and must be authorized according to applicable internal protocols in order to track and monitor the Company's online presences.

- 2) **Protection** of our consumers' privacy. This means that we should be conscientious regarding any personal information we collect, including how we collect, store, use or share that information, all of which should be done pursuant to applicable Privacy Policies, laws and IT policies.
- 3) **Respect** of copyrights, trademarks, rights of publicity, and other third-party rights in the online social media place, including with regard to user-generated content.
- 4) **Responsibility** in our use of technology. We will not use or align the Company with any organizations or web sites that deploy the use of excessive tracking software, adware, malware, or spyware.
- 5) **Utilization** of best practices, listening to the online community, and compliance with applicable regulations to ensure that these Online Social Media Principles remain current and reflect the most up-to-date and appropriate standards of behavior.

UTILIZING SOCIAL MEDIA FOR YOUR BUSINESS

Please uphold the spirit of our SendOutCards culture by keeping in mind the following guidelines:

There is a big difference in speaking "on behalf the Company" and speaking "about" the Company. This set of 4 principles refers to those personal or unofficial online activities where you might refer to SendOutCards.

1. **Adhere to the Use of Social Media and other applicable policies.** All Company independent Affiliates are subject to the Use of Social Media (section 4.2.8 of the Policies and Procedures) in every public setting. These policies are applicable to your personal activities online.
2. **You are responsible for your own actions.** Anything you post that can potentially tarnish the Company's image will ultimately be your responsibility. We do encourage you to participate in the online social media space, but urge you to do so properly, exercising sound judgment and common sense.
3. **Be a "scout" for compliments and criticism.** Even if you are not an official online spokesperson for the Company, you are one of the most vital assets in monitoring the social media landscape. If you come across positive or negative remarks about the Company that you believe are important, consider sharing them by forwarding them to social@sendoutcards.com.
4. **Be conscious when mixing your business and personal lives.** Online, your personal and business personas are likely to intersect. The Company respects the free speech rights of all its independent Affiliates, but you must remember that customers, colleagues and supervisors often have access to the online content you post. Keep this in mind when publishing information online that can be seen by more than friends and family, know that information originally intended just for friends and family

can be forwarded on. Remember NEVER to disclose non-public information about the Company (including confidential information).

Income Claims and Testimonials

Any statements regarding income or earnings potential associated with the SendOutCards business opportunity, regardless of the platform (print, social media, etc.) are considered advertising by the Federal Trade Commission.

Remember that as Affiliates, you are legally responsible and could be liable for the claims you make regarding the Company, our products, and the business opportunity.

Fan Pages and Blogs

SendOutCards respects the rights of its independent Affiliates to use blogs and other social media tools not only as a form of selfM expression, but also as a means to further the Company's business. It is important to remember that all independent Affiliates are aware of the implications of engaging in forms of social media and online conversations that reference the Company and/or the independent Affiliate's relationship with the Company, and that independent Affiliates recognize when the Company might be held responsible for their behavior.

Affiliates and Customers of SendOutCards sponsored social media communities, (i.e.; "YOU") may not attempt to or appear to represent the Company in any way on Facebook, Twitter, LinkedIn, Tumblr or other social media platforms. In short, any advertising you do should make it clear that you are an independent Affiliate of SendOutCards.

Further, any attempt to represent or appear to represent any individual person (for example, but not limited to Kody B, etc.), either affiliated or not affiliated with SendOutCards is strictly prohibited. All accounts, fan pages, and personally created websites and blogs must be personal and obviously appear as such.

For example, you may not create a fan page entitled "SendOutCards" or "SendOutCards Business Opportunity" or "SendOutCards Gifts" because this would appear to represent the Company. You may create a personal fan page, such as "SendOutCards Fans United" with a picture of yourself, as long as you follow the other guidelines below in marketing the Company products and/or business opportunity.

Blogs

You may create a personal blog in which you discuss the Company products and

business opportunity, but you may not use the Company name(s) in your domain or claim to represent the Company in anyway, and you must follow the income claim and advertising guidelines in all of your marketing efforts.

Personal Facebook Profiles

Do not include the Company name anywhere in your personal Facebook profile name. Facebook profiles must be your real name; otherwise, Facebook may delete or suspend your account. We also discourage the use of the Company logo or products as your personal profile picture. Many users will view this as spam and it could hinder, not help, your relationship building efforts. An exception to this may be if the company posts or sets up SendOutCards “badges” or other uniform branding that can be added to your personal profile picture.

Marketing (Non-SendOutCards) to Facebook Members

The Company Facebook pages and groups provide a forum for discussion, but they should not be used for marketing products or services, recommending affiliate products, or self- promotion. Anyone found to be misusing, abusing, or defaming the company or any member thereof on any and all company Facebook pages, will have all posts removed, be “unfriended” and flagged as “inappropriate” and, or “spammer” within Facebook.

Links to Competing Companies

Posting information from, or links to, competing companies is not allowed. Such activity will be viewed as cross recruiting and violates our Social Media Guidelines, as well as your Affiliate agreement.

Spam

While the Company encourages Affiliates to market the Company products and business opportunity via social media, we have a ZERO TOLERANCE policy towards spam on social media sites. Common examples of spam:

- Unsolicited links and information sent to inboxes of those who do not wish to receive it, or without some sort of request for information.
- Posts of unsolicited links in Facebook groups or other Facebook pages not related to the Company without some request for information.
- Tags of people in any Company-related Facebook photos if they are not involved/have expressed interest in the Company, its products, or business opportunity or who have specifically requested not to be tagged
- Invitations or additions of individuals to the Company Corporate Group who are not involved/have expressed interest in the Company, its products or business

opportunity.

- Frequent status updates promoting links. Seek to provide value to your potential customers first and be authentic and transparent in your communication.

Facebook Events

Facebook Events can be a great tool to promote your local events and team conference calls. When creating events please ensure that no one else has already created a duplicate event; it is better to join forces in invitation than to confuse members with multiple Facebook Events.

If you would like to promote such events via Facebook Events, please represent yourself, not the company, in your invitations and promotions and make sure you send your information to Corporate to post in our events section of www.SendOutCards.com.

At a Glance...

Do...

Represent yourself and your affiliation with SendOutCards in an honest and honorable way.

Make sure your friends and followers know about your passion for SendOutCards and the SendOutCards business opportunity.

Share and comment on our posts from the Company page:
www.facebook.com/SendOutCards

Retweet our Tweets! www.twitter.com/SendOutCards

Let your personality shine through!

Post status updates that provide value rather than sales links to your website.

Actively participate in group discussions.

Ensure that your postings are truthful and accurate. This may require that you fact-check all material you post online.

Recognize and support others in their accomplishments.

Become the expert your friends turn to when they need to send a card or gift.

Share your personal adventures, triumphs and victories!

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Don't...

Pretend to represent the Company – make sure you represent yourself as an independent Affiliate.

Spam people with unwanted ads or links

Make income claims

Sell – rather, SHARE!

Make any posting, or link to any postings or other material that is sexually explicit, obscene, profane, hateful, threatening, harmful, defamatory, libelous, harassing, or discriminatory.

Share private information online

Cross recruit or share competitor links

Use social media sites as a direct medium for generating sales, explaining the SendOutCards income opportunity, or any component of the compensation plan.

Final words of advice...

Social media is changing the way we work, offering a new model to engage with customers, prospects, and the world at large. Furthermore, social media is giving us the opportunity to nourish and use these interactions to build stronger and more successful business relationships. It's also a way for you take a part in the conversations related to the work we are doing at SendOutCards and things we care about. When you post something online, regardless of the channel you choose, whether on a website, through social media or otherwise.... Ask yourself: Is it true? Is it kind? Is it necessary?

Remember:

Words, once spoken (or typed) can never be retracted. Even deleted content is traceable online.

Now, let's have fun!

Official SendOutCards Social Pages:

Facebook: www.facebook.com/sendoutcards

Twitter: www.twitter.com/sendoutcards

Blog: <http://blog.sendoutcards.com>

LinkedIn: <http://www.linkedin.com/company/send-out-cards>

Instagram: www.instagram.com/sendoutcards

Pinterest: www.pinterest.com/sendoutcards

Vimeo: www.vimeo.com/sendoutcards

YouTube: www.youtube.com/sendoutcardsvideo

Google+:

<https://plus.google.com/u/0/b/114191744634180528463/114191744634180528463/posts>