

## **Tupperware U.S. & Canada Digital Policy + Social Media Guidelines**

This Tupperware U.S. & Canada Digital Policy (“Policy”) shall be effective December 7, 2020 and supersede any and all prior policies, agreements or guidance regarding digital efforts and social media.

Digital platforms can be a great way to support your business, extending your marketing reach and enhancing your professional image. To help you be successful as you market your business and to protect the integrity of our powerful brand image, we are providing the following policy and guidelines.

### **Digital Policy**

- You may share customer and recruiting offers (such as the Welcome Bonus) on your personal social media profiles or Facebook business page when they are available, at the official price.
  - To help you date parties, you can share catalog and brochure Consumer and Host offers at 12 a.m. ET one week before they open. Short term offers can be shared at the time they open, unless otherwise stated.
  - When posting items for sale in public settings such as Facebook groups, Marketplace, etc., post only current offers at current retail prices.
  - You may not offer free shipping on orders on any social media profiles, websites or blogs.
- If you want to set up a Facebook business page, you must enter your personal name in the “Business or Place Name” field, though you can use the word Tupperware in combination with your name. Example: Suzy Smith Tupperware Lady.
- Make sure your activities comply with the Terms of Use of the social media website.
- You may post within Public Facebook groups.
  - Posts should be done in a professional manner and in line with the Brand.
  - You can post professional images and links to things like your Facebook Business Page and your paid My.Tupperware web site.
  - Follow the rules of each group that you post in.
  - When posting items in public Facebook groups, as mentioned above, list only current items at the current price. No overstock or excess may be posted in public groups; they can only be posted in a closed group you create yourself.
  - You may not offer free shipping.
- When identifying yourself online, always identify yourself as a Tupperware Independent Rep. Misrepresenting yourself as the Official account of Tupperware, even for a certain

area, is prohibited. Example: Suzy Smith, Independent Tupperware Rep. The one exception to this is for Facebook business page names, as noted above.

- Do not enter Tupperware as your employer on any social media profiles. You are an entrepreneur or independent business owner. For website or company website, enter your paid My.Tupperware website.
- Only Tupperware can use the words Tupperware, Tupper, Tupp or Tup for a user name or web address (also known as domain name or URL). The one exception to this is for Facebook business page names, as noted above. When including the word Tupperware in your business page name, it will be included in your Facebook business page URL, and this is allowed.
  - For an email address, you can place anything you like before the @ symbol (but not after). Example: TupSuzy@gmail.com is OK. Suzy@TupSeller.com is NOT (because it includes Tup in the web address portion or URL).
  - From time-to-time, Tupperware may ask you to change your social media username or handle if it is found to be in violation of our brand guidelines.
- **New. Enforcement begins December 7, 2020:** You may not list or sell any Tupperware® products (including a Demo Kit) or seek recruits on any online retail store or e-commerce site (such as eBay, Amazon and/or Walmart.com.) This also includes giving or selling products to anyone else who will sell through these channels.
  - If you choose to list items on Facebook Marketplace, Kijiji, and other similar sites, please do so using images that are in line with Tupperware's official content. If postings include price, it must be listed with the current retail price.
- You may offer the opportunity to join your unit/team but may not “sell” Kits through posts emphasizing only total product value in the kit. It must be made clear that you are inviting others to join your team, and become a Tupperware Independent Rep. It is within Tupperware's discretion to determine posts which appear to be selling Kits rather than the true representation of starting a Tupperware business.
- If you sell overstock or past samples please do not post items with prices. When posting any item, you should ask group members to private message (or otherwise privately contact you) for pricing details. Remember, though, that such items can be better used to build your business (cash and carry, game prizes, Host incentives, etc.) or for rewarding your new Consultants as you grow your business.
- Do not post your paid My.Tupperware website address on our official Tupperware U.S. & Canada social media accounts. We will remove any posts that list your paid My.Tupperware

website address or solicits recruits or sales, including posts such as “contact me!”, in these locations.

- The only ecommerce website you may use to sell Tupperware® products or register new Consultants is your paid My.Tupperware website. If you set up a website or blog on which to share your favorite recipes and tips, for example, any link for shopping or joining must send visitors to your paid My.Tupperware website.
- You may not create or distribute a mobile application or app to promote Tupperware® products or Opportunity.
- **New. Enforcement begins December 7, 2020:** Pay Per Click advertising through search engines on trademarks of Tupperware will continue to be prohibited. Please read these points in full if you are currently using or plan to use paid search engine advertising.
  - Any ads appearing for searches including trademarks of Tupperware will be in violation of policy and will result in your account being placed on hold until you are found to be in compliance. This includes Tupperware, Tupper, Tupp and Tup and any other trademarks (products featuring either a circle R (®) or TM after the product name in any brochure or catalog.) Use the negative keywords feature to make sure your ad does not appear for these Tupperware trademarks.
  - The ad link’s destination website address (URL) must be your paid My.Tupperware website. No ads can link to an open TupperConnect party.
  - Ad copy must clearly state your name and the words Tupperware Independent Rep in the ad copy. (Your Name, Tupperware Independent Rep.)
  - Any ad copy in which you misrepresent yourself as being Tupperware, official, home office, etc. will be considered a violation. It is within Tupperware’s discretion to determine ad copy that constitutes such a misrepresentation.
  - You may bid on other keywords and keyword phrases such as “plastic products,” “storage containers,” “cake takers,” “cookware,” “kitchen gadgets,” “microwave cooking,” “fundraising,” etc.
- Don’t be a spammer. Please ensure you are following the local laws for your jurisdiction (link to [U.S. CANSPAM](#) and [Canadian email laws](#)).
- When using "Tupperware" to refer to the brand, always use "Tupperware" as an adjective followed by a noun, i.e. "Tupperware® products, Tupperware® containers, Tupperware® parties.
- Always use the ®, registered mark symbol, in the phrases Tupperware® products, Tupperware® containers, Tupperware® parties, and Tupperware® consultants.

- Never refer to our products as "Tupperware," but instead refer to them as "Tupperware® products."
- Tupperware randomly audits social networking and other websites to assure our policies are being followed. If you wish to report a violation, please email [guidance@tupperware.com](mailto:guidance@tupperware.com). Violations of the policy may result in a suspension or closure of your Tupperware account.

### **Social Media Tips + Guidelines**

- During your first three months, while it's still free, be sure to log into TuppSocial to access a great collection of social media images and other shareable content in support of catalogs, brochures and more. After your first three months, TuppSocial is available to Pro subscribers so be sure to upgrade to keep accessing all the content added there monthly. It even features a built-in scheduler!
- Like, comment, share or retweet posts from the official Tupperware U.S. & Canada social media accounts. We are frequently sharing the latest offers to make it easy for you to promote them and entice Hosts and potential new Consultants:
  - [Facebook.com/TupperwareUSCA](https://www.facebook.com/TupperwareUSCA)
  - [Twitter.com/TupperwareUSCA](https://www.twitter.com/TupperwareUSCA)
  - [Pinterest.com/TupperwareUSCA](https://www.pinterest.com/TupperwareUSCA)
  - [Instagram.com/TupperwareUSCA](https://www.instagram.com/TupperwareUSCA).
- Connect with new Consultants, favorite Hosts and potential recruits with your personal social media profiles (Facebook, Twitter, Instagram, Pinterest, etc.), a Facebook business page or closed Facebook groups you create yourself.
- Facebook parties and parties held within other online party platforms can be a great way to build your business. Set up a closed group or event, then add the Host and her/his guests. This way, you can share information with them and the information does not appear in your newsfeed. This helps you respect the privacy of your Host and her/his guests. It also helps you avoid advertising a party through your newsfeed or spamming your followers with the party posts. Use TupperConnect to support your Host and your business.
- Facebook and other Social Media paid advertising is allowed. You can reference best practices for social media ads [here](#) and please follow the Digital Policy above when creating your ads.
- Feel free to share any Tupperware-related video, audio or photos that you create as long as it complies with your Consultant agreement and any intellectual property rights, and clearly identifies you as a Tupperware Independent Rep.

- Reference the official social media channels for content inspiration and visual guideline best practices – you can also reference [this helpful list of tips](#).
  - Share your party fun by making photo albums of your parties, cooking demos and even casually cooking with Tupperware. Use #Tupperware or #tupplife within your posts.
  - Encourage conversation and interaction within your social media content – ask questions, share company announcements and create open-ended captions that invite social users to share thoughts or interact with the content you share. Make sure you are liking, responding to and engaging with your followers' comments and messages.
  - Add location tags to drive further awareness to your content within your market.
  - Don't overshare content on a daily basis – provide value in the content you create and share. Balance your personal and business updates.
  - Don't interact with competitors on social media and avoid engaging with any negative comments on your posts. If a comment requires attention, redirect the commenter to your private messages to address them in a non-public facing manner.
- Additional Social Media Guidelines for Studio Owners can be found in the Studio Owners section of the Business Leader category in the Sales Force Website on My.Tupperware.com.