

social media guide

RINGANA PARTNER

It's wonderful that you have decided on a career as a RINGANA Partner – it means you have also chosen a company that stands for freshness, sustainability and innovation.

By signing the Partnership Application, you have also agreed to act in accordance with our RINGANA General Terms & Conditions and GC Rules at all times, in order to protect the RINGANA brand.



RINGANA

=

FRESH

EXCELLENT

TRENDSETTING



RINGANA is ...

- a strong, reputable brand.
- ecommended by word of mouth.
- fresh, ethical, transparent, professional, sustainable, likeable, unique and much more.

RINGANA and YOU ...

- Every single RINGANA Partner represents the RINGANA brand.
- A partnership with fair guidelines for all.
- We therefore urge you to familiarise yourself with all of the important guidelines and follow them – particularly the RINGANA General Terms & Conditions and the GC Rules.
- What impact can I expect if I push RINGANA on social media?

RINGANA - like is ...

... authentic – with posts based on everyday situations.

... being well-informed and ensuring that the statements you make are correct.

... showing RINGANA exclusively. RINGANA is unique and is convincing in itself, without any comparison with other brands.

... showing yourself with RINGANA products – your contacts will speak to you about them.

... being a RINGANA brand ambassador; using the images and templates provided by RINGANA (for stories, posts, cover photos, etc.) correctly, without changing or adding to them in any way. (www.ringana.com/downloads)

... sharing our promotions and competitions that we organise for all RINGANA customers and Partners. We create these offers for you – please don't think up your own.

... You are free to advertise the Welcome Voucher in your stories, but make sure you always use the correct wording: RINGANA gives all customers a € 5 welcome voucher when they register.

... going all the way. RINGANA provides you with all information about products and sales in the shape of videos and texts – use them! Share, like and link, but don't create your own material. If anyone wants more product information and content, refer them to www.ringana.com, www.facebook.com/RINGANA or RINGANA People or Instagram @ringana.

RINGANA - like is ...

... use clean visual language: for pictures, create a tidy, quiet background that puts the product centre-stage. Choose natural light so that the product colours are not altered (#nofilter). Simply follow RINGANA and be guided by our account.

... remembering the Media Act's notification requirement: posts on social media platforms that advertise products for money must be specified as advertising.

For example: #advertisement, #paidplacement or #advertising

... putting brand protection ahead of your own profit. Because we are only strong together! Selfish actions harm the brand and thus ALL Partners, including you.

... always link to your personalised Vendor Page.



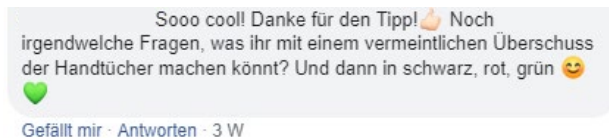
RINGANA - like is ...

TIP

On the product detail pages on www.ringana.com there is a Share to Facebook - function for each product. This allows you to create a post for your Facebook page, with the product photo and the correct text.

EXAMPLE

Drinking a RINGANAchi while working on your laptop, eating a SPORT boost while hiking in the mountains or doing sport, taking CAPS cerebro while learning, what does FRESH body milk feel like?

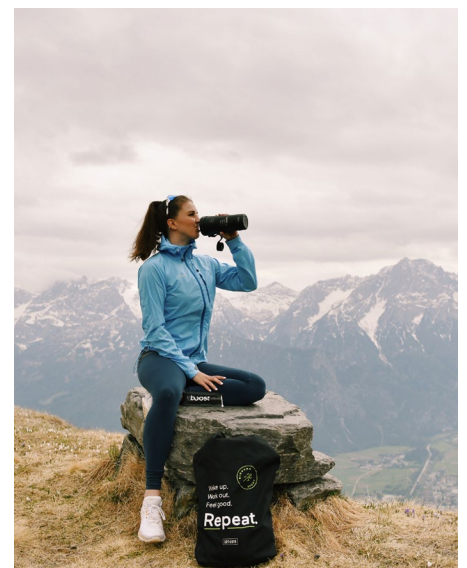


Meine täglichen Begleiter - am Morgen wie am Abend ☀️ eine schöne gepflegte Haut 🌟
Bestellung und Fragen an PN!!!
🌟 www.frisch-durchstarten.de 🌟



RINGANA (AT, DE, CH - Deutsch)
5. Mai um 08:11 · 🌐

Die Anwendung der RINGANA FRESH ADDS wirft immer wieder Fragen auf. Eine der häufigsten lautet: Kann man die FRESH ADDS auch dauerhaft anwenden? – Die Antwort d...
Mehr anzeigen



Non RINGANA - like is ...

... randomly contacting people you don't know (including influencers). That's something we don't want and which isn't necessary!

... making claims about healing and effects, statements or recommendations with regard to illnesses or posting before-and-after photos.

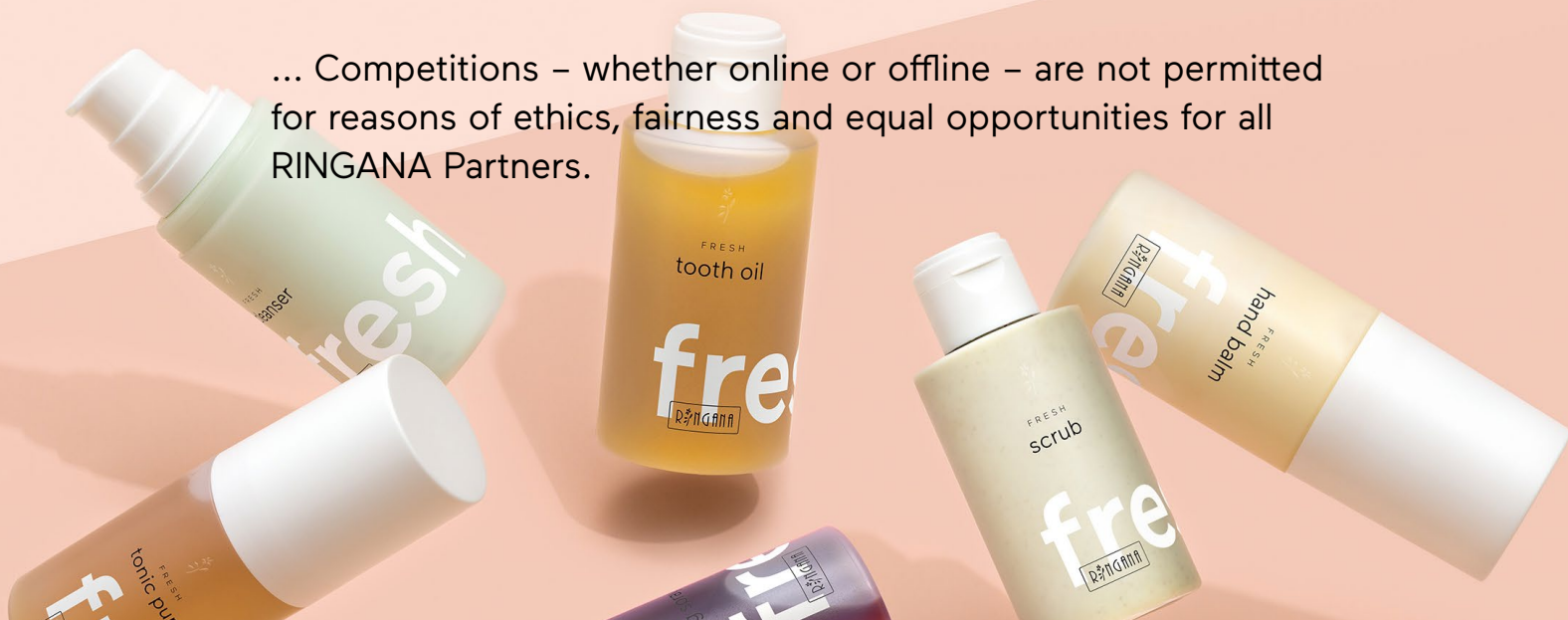
... Recommending products for any other purpose than the ones described on www.ringana.com.

... recommendations for children, pregnant or breastfeeding women or other risk groups. RINGANA products are principally designed for adults. Get full details on www.ringana.com before you recommend products.

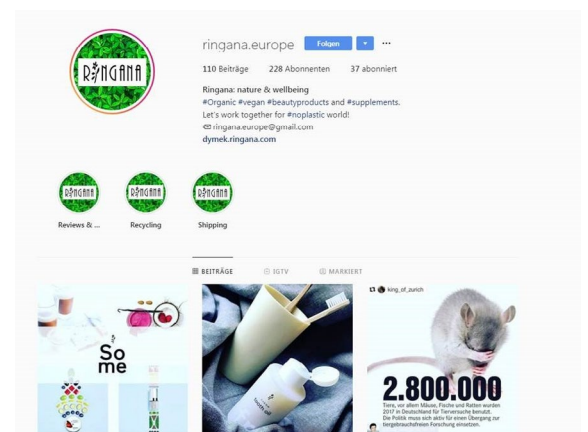
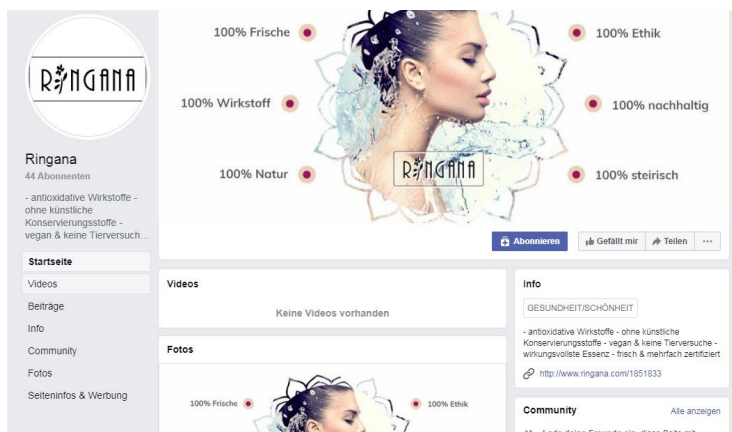
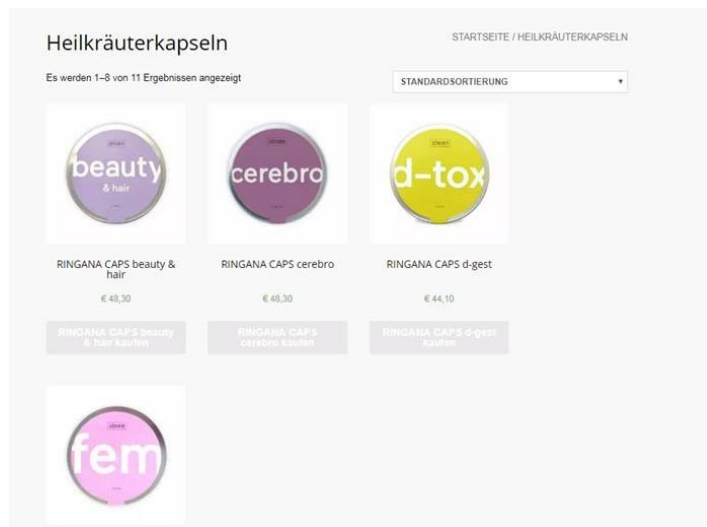
... copying copyright material. You may not use the RINGANA logo inclusive of the RINGANA flower, or image and video material. You may only use material provided by RINGANA, e.g. social media templates with the Partner logo.

... dreaming up your own concept. RINGANA has a clear concept and provides all tools required to build your business. This ensures that RINGANA is always transparent and instantly recognisable. Take advantage of that high profile!

... Competitions – whether online or offline – are not permitted for reasons of ethics, fairness and equal opportunities for all RINGANA Partners.



Non RINGANA - like is ...



What are the concrete rules for working with Instagram/Facebook?

NAME

You are free to choose a name containing the word RINGANA. However, you should always add your surname or registered company name, making it clear that this is YOUR account. E. g. @juliamüller.ringana or @müller.ringana

STORIES

You have the greatest possible freedom when it comes to your stories, provided that you comply with the GC Rules. Templates may not be altered or amended. Screenshots (unedited!) of stories on the official RINGANA Instagram account can be posted/shared unchanged in your own stories. And feel free to add a link to your Vendor Page in this case. You can copy product descriptions and ingredients in the stories, as long as you don't alter or amend any of the content.

HIGHLIGHTS ON INSTAGRAM

The same applies here as for stories. Please always ensure that descriptions are fully up-to-date. As such, time-limited promotions should not be saved in Highlights.

INSTAGRAM POSTS/REELS

You may only post pictures with texts from your everyday life with RINGANA that are derived from your actual life. Important note: All naturally RINGANA-like. Feel free to use our product pics for posts.

TIKTOK

The same rules apply here as for Instagram/Facebook posts. That means you should only base your posts on your own life situation and/or your personal daily life with RINGANA products – no product descriptions, etc.

A couple of ideas for a good RINGANA - like start:

STORIES

- “I start my day with a RINGANAchì.
If you just want to test it: RINGANA gives all customers a € 5 Welcome Voucher when they register.”
- Screenshot of production information about and ingredients in RINGANAchì on www.ringana.com.
- Sharing temporary promotions such as the Summer Sale or Advent Calendar in your stories.
- Product pic with 10%-off RINGANA sticker to mention your favourite product that is now on special offer. Then you can tell people why you enjoy using this product so much.

HIGHLIGHTS

- Short video in the bathroom of your daily, grooming routine in the morning.

POSTS ON YOUR FEED

- Recommendation based on your own experience:
“FRESH cream light feels so good. It’s my all-time favourite product and I never want to be without it again.”
- “My daily companion: FRESH lip balm. I’ve always got it in my handbag ;-)” Insert link to my Vendor Page.



SUMMARY

As a rule: You should always only post stories based on your own life situation or some everyday situation. RINGANA products should be recommended by word of mouth. They never heal illnesses or guarantee a specific effect. Nor should this be suggested when citing customer feedback or your own experience. RINGANA is solely responsible for producing comprehensive product or sales explainer videos which it makes available on YouTube. Always stick to the official wordings on www.ringana.com.

In case of questions or queries, we recommend contacting Compliance – finding solutions together – SO WE!

WE ASKED. YOU ANSWERED.

We live in a digital age where it feels as if social media trends are changing on a daily basis.

And because for us standing still means a step backwards, we always keep up with the latest trends. As part of a workshop, we asked 4 Partners about how they work with social media.

Julia Baylan, Lily Airich, Michelle Langner und Lisa Steinkopf are very active on various social media platforms and use their online presence for their business.

“We take our visions to the outside world!”, says Lily.



One thing that these Target 10 Partners agree on:
You should tell YOUR story from your very own perspective on life.

*“Your story has to grab people; the storytelling has to be **emotional and honest**. People don’t buy the product, they buy the story behind it,” says Lily.*

*“My business is very clearly **connected with my own life story**. Because it’s only in that way that I’ve built up the business that I have today,” says Michelle.*

*“Build up confidence in the brand and always follow the maxim of **quality over quantity**,” says Lisa.*

*“At the start, we always have a call with max. 12 people with whom we discuss the business opportunity in connection with social media. I think it’s important to **inform new Partners** properly in this regard.*

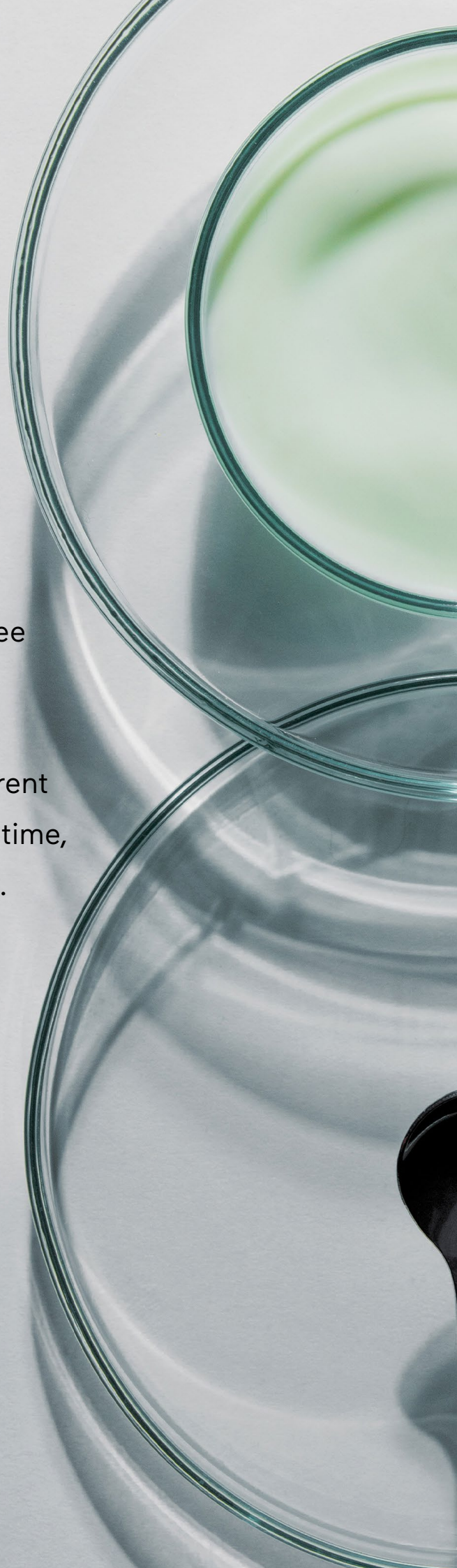
A lot of people think that success on social media just happens – unfortunately they don’t see all the hard work involved in an Instagram feed...,” says Julia.



To sum up, the four Target 10 Partners agree that storytelling has to be as personal and authentic as possible.

If you always tell your own story from different angles and take in different elements each time, this helps to build trust with your followers.

Because it's your own life story which is as **unique and authentic** as RINGANA itself!





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