

# Social Media Guidelines

You are responsible for adding a link to our disclaimer, [goambit.com/disclaimer](https://goambit.com/disclaimer), to all of your personal resources, including your social media pages. Violation of these guidelines may be addressed by our Compliance team.

Here are a few Social Media Do's and Don'ts to remember.

## DO:

- Always identify yourself as an Ambit Energy Independent Consultant on social media. Always use Independent Consultant in your social media handle and clearly display the Independent Consultant logo (found on PowerZone) on your profile.
- Remember, always refer to the disclaimer, found at [goambit.com/disclaimer](https://goambit.com/disclaimer) when discussing potential income or earnings, and add the disclaimer to any social post touting your Ambit Success.
  - Individual social media posts that reference anything regarding or relating to earnings, potential earnings or building a business should include a link to the disclaimer, [goambit.com/disclaimer](https://goambit.com/disclaimer).
  - The short disclaimer should always be included in the 'About' section of your Facebook page, description of YouTube videos, at the beginning or end of any self-made videos, and on your personal website.
    - **Short Disclaimer - Important message regarding earnings: Ambit Energy makes no guarantee or promise of income or business. Anyone considering building a full-time or part-time Ambit business should have realistic expectations of their potential income. Learn more at [goambit.com/disclaimer](https://goambit.com/disclaimer).**
- Always abide by the Direct Selling Association's Code of Ethics, relevant regulations and Ambit's internal policies. All Corporate material is protected by copyright laws.

## DON'T:

- Make income claims. Do not make income claims on social media, promise Consultants that they will make a certain level of income, advertise a luxurious lifestyle or anything else based on earnings with Ambit.
- Post photos or marketing materials that display checks, cash or other forms of currency.
  - This includes pictures of fancy cars, big houses, etc. These can be considered misleading earnings claims if not placed into context with the earnings statement and should be avoided.
- Mislead. Don't claim your Facebook page, Twitter profile or other social media is a Corporate Ambit page. Include Independent Consultant or the Independent Consultant logo that shows you are not an official Corporate account.
  - More specifically, only Ambit Energy Corporate should create or manage pages named Ambit Energy.
  - Consultants who have created pages named Ambit Energy should delete or rename the pages immediately. Please refer to the "Do" section for information on how to name your social media pages.
- Make guarantees or promises. Any guarantees are in the terms of service, which is the only place they should be.
- Quote rates. Rates change and vary from product to product and market to market.
- Advertise the compensation plan. Only a face-to-face discussion will do, and this information should not be posted online.

Need more help or approval? Check out the next page for content suggestions and send inquiries to [socialmedia@ambitenergy.com](mailto:socialmedia@ambitenergy.com).