

ATOMY EUROPE SOCIAL MEDIA GUIDELINE E-MANUAL

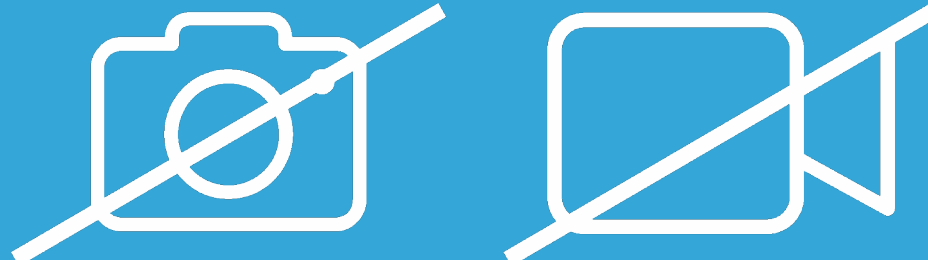
Version 2.0





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Social Media Guideline Version 2.0 E-MANUAL

atom美
ATOMY

This social media guideline purpose is mainly to guide members to promote [Atomy](#) the correct way.

This is an inevitable process to prevent any unwanted disadvantages and to encourage long-term growth of business based on mutual trust and respect between members.



Social Media Guideline Version 2.0 E-MANUAL

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Social Media Guideline Version 2.0

Profile Picture / Cover Picture



Atomy Official Logo



Definition

- Atomy Logo is an Official trademark that must receive prior approval from the company for usage.
- Any illegal use without company approval is considered as trademark infringement. The company reserves the right to take legal action if deemed necessary.

Reason for NOT allowing members to use Atomy Logo

- To protect the company's reputation and ensure its good name is not involved in any illegality or breach of ethics in the eyes of the public.
- Avoid confusion of official Atomy Pages with unofficial/fake pages



Social Media Guideline Version 2.0

Profile Picture / Cover Picture

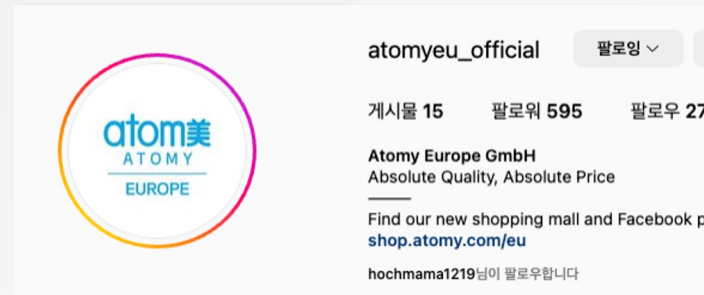


Any changing of Atomy Logo design is not allowed



Social Media Guideline Version 2.0

Profile Picture / Cover Picture



- Only Atomy Company and Atomy Education Centers can use Atomy Logo



Social Media Guideline Version 2.0

Profile Name / Watermark

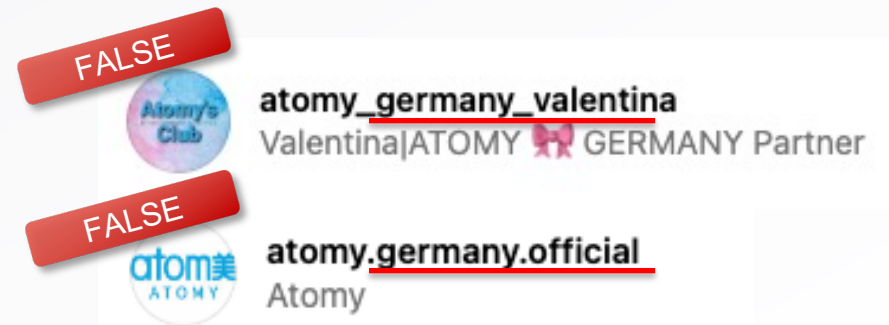


Profile Name/Watermark

- Not allowed to put any misleading name that directly/indirectly represent Atomy's official pages on social media to avoid any conflict or confusion (Example: Atomy_DE, Atomy Europe, Atomy Official Group, Atomy Spain, Atomy Deutschland etc.)
- Not allowed to use any group name/watermark/hashtag/logo in any social media channel (Example: Ruby 1234 group sharing, Winner group, Atomy global happy team, Jin Jja team, etc.)



Cannot
clash with Atomy official Name



Cannot
create Misleading Name



Social Media Guideline Version 2.0

Profile Name / Watermark

How to create a correct Profile Name (Guideline)

- Members **are allowed to use “Atomy”** that relates to **Atomy Sharing**.
- The name **cannot link to location, region, state, district, reselling, and imply any official meaning**
- Members **can use their personal name** but cannot imply any grouping intention (example: Frank_group, Paula team, Maria 1234 etc.)



Social Media Guideline Version 2.0

Local Product Sharing Post / Comment

1. All product sharing content are **not allowed to contain any misleading/false information**
2. Members **cannot overclaim a supplement** by stating it can cure any diseases or overpromise medical effects.
3. Members are **not allowed to use any unofficial news/facts/information** to promote Atomy products.
4. Do not create a post that shows **intention of selling products** such as eg.: “PM for price”, “Ready stock to sell”, “Order with me”, “Remittance”, “Discount price”, “Help to order”, “Register to get gift”, “Free gift”, etc. to attract people.



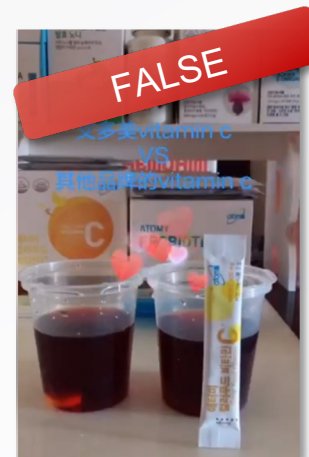


Social Media Guideline Version 2.0

Local Product Sharing Post / Comment



- Members are **not allowed to publicly display a large volume of ready stock** (Must be less than 5 units) on social media posts. (Example: Show more than 10 boxes of Atomy products in the social media)
- Members are **not allowed to compare Atomy products with other brands or other companies** (Example: mention another brand/company name and doing a comparison, damaging other brand's reputation, etc.)
- Members are **not allowed to create any posting that relates to group advantages, group comparison, or any information that are related to groups** in social media.



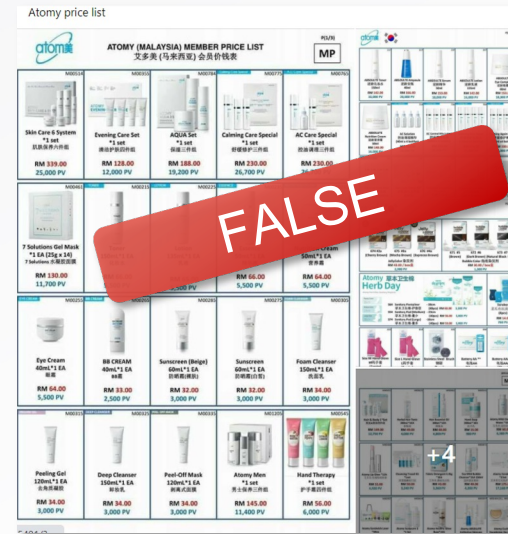


Social Media Guideline Version 2.0

Local Product Sharing Post / Comment



- Members are **not allowed to share and post their own brochures and catalogues** for their own business purposes.
- Member are **not allowed to do any online promotion activity on social media** (Example: Free gift, Discount, Cash Rebate, Buy 3 free 1, etc.)
- Members are **not allowed to repackage Atomy products for reselling purposes**



*Source from Facebook & Google

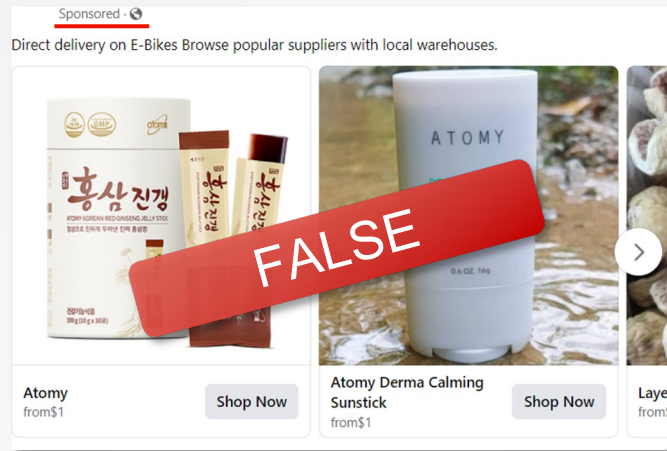


Social Media Guideline Version 2.0

Local Product Sharing Post / Comment



10. Members are **not allowed to advertise Atomy company information or products using any commercial mass communication media** which includes any paid advertisements, business entity platforms, non-profit organization platforms, news channels, written articles, radio and television channels, internet, and other public channels as such.
11. Members **can share about other Atomy branches products (overseas product) information online.** However, members are **not allowed to resell overseas product or show non-registered product's Europe price.**



*Source from Facebook & Google



Social Media Guideline Version 2.0

Product Sharing Post / Comment

atom美
ATOMY

How to create a correct Post (Local Product)

- Allowed to share **product features & testimonials** with Atomy official information
- Allowed to share with **Private Message** with the condition of:
 - ❖ Must **mention, can only be purchased from Atomy official website**
 - ❖ Can only give **guidance messages** such as “I will teach you how to purchase on Atomy official website”



Pomegranate is known for its *anti-aging, antioxidant* properties since centuries ago. Yes, it was well loved by ancient beauties like *Cleopatra* (Western world) and *Yang Kuei-Fei* (Eastern world). Known as the queen's juice because of its majestic benefits. 🍷

Pomegranates are jam packed with benefits. These include:-

- ✦ Skin moisturisation
 - ✦ Helping with the health of women during menopause
 - ✦ Rich in Ellagic Acid
- And much more.

Available in atomy Korea online shopping mall

#atompomegranate

Interested message me



*Source from Facebook & Google



Social Media Guideline Version 2.0

Product Sharing Post / Comment

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ATOMY

How to create a correct Post (Overseas Product)

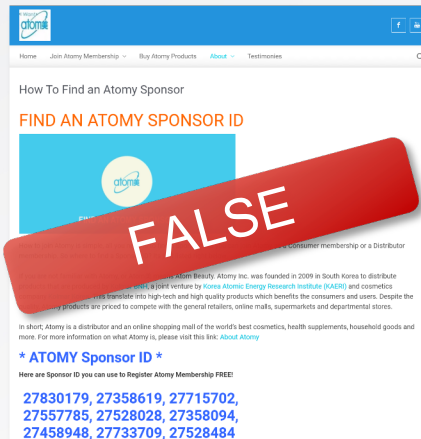
- **Allowed to share product features & testimonials only**
- **Private Hashtag is allowed**
- Do not share any kind of “**MEMBER REGISTRATION WORD**” or “**PRIVATE MESSAGE**” with me
- Do not share any **intention of reselling & show non-registered product's Europe price.**



Social Media Guideline Version 2.0

Other Sharing Post / Comment

1. Members are **not allowed to create own personal website** for atomy business purposes. Membership recruitment activities using the internet or mobile services random targeting are not allowed.
2. Members **cannot represent Atomy to give any official statement in public**. And also, not allowed to relate Atomy with any political, race, and religious matters.
3. Members are **not allowed to compare Atomy company/ product with other brands or other companies** (Example: mention another brand/company name and making comparisons, damaging other brand's reputation, etc.)



Atomy Product	Product
 Atomy hand Soap	 Hand Soap
Price Comparison	
300 ml DP RS.424	300 ml DP RS.510



Social Media Guideline Version 2.0

Other Sharing Post / Comment

4. Members have **no power or authority to impersonate the Company's representative** or its executives or employees.
5. Members **must thoroughly protect the personal information of other members and consumers** and/or keep confidential other member's and consumers' information collected through Atomy business, and may not use, copy, store, or disclose their information without the individual's prior consent.
6. **No advertising emails using the Company's name or trademark.** (Example: Atomyeurope@gmail.com, Atomyofficialcompany@gmail.com, etc.)

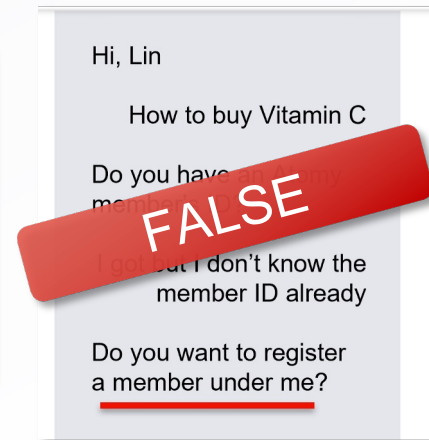




Social Media Guideline Version 2.0

Other Sharing Post / Comment

- A Member **must not deliberately slander the Company or other Members in public or private place** or act in a way that results in defaming the Company or other Members.
- Members are **not allowed to use the free gift, rebate, or any illegal and unethical way to attract new member registrations.**
- Members are **not allowed to induce existing members to jump line** no matter what the reason. (Example: Since your upline isn't following you, how about you come to my line, etc.)





Social Media Guideline Version 2.0

Other Sharing Post / Comment

How to create a correct Post

1. Atomy Member Registration Channel **is limited to the Atomy official website and Atomy mobile applications.**
2. Members are **allowed to share personal information in any Atomy post (except Product sharing post)** but **cannot mention/ conduct any online membership recruitment activities with any system** (google form)/ personal apps/ personal website.



Social Media Guideline Version 2.0

Interview / Live / Story / Reel VOD / Pre-record VOD



1. Without prior permission from the company, members are **prohibited from representing the company** in any media promotional activities such as interviews, news coverage, or public forums.
2. Members are **not allowed to use Atomy Logo and claim it is an official video**, except for Center Leaders, Atomy Ambassadors & YouTubers.
3. Live video title or content **showing any intention of selling a product is not allowed**.
4. Members are **not allowed to publicly display a large volume of ready stock (Max 5 units)** during live/video.



*Source from Facebook & Google



Social Media Guideline Version 2.0

Interview / Live / Pre-record VOD

How to create correct Company or other Atomy Sharings Interview/Live/Pre-record VOD

1. Members are **allowed to put any official social media name** in her own live/video for promotional purposes.
2. Members are **allowed to share personal information** on sharing videos (other than product sharing video) with the **condition of mentioning all members can only can be registered via ATOMY OFFICIAL WEBSITE or MOBILE APPLICATION**. (Example: if you want to register as a member please private message us and I will serve you to register as a new member on the ATOMY OFFICIAL WEBSITE, etc.)
3. **Only Center Leaders, Atomy ambassadors, and YouTubers are allowed to use the Atomy logo/ trademark** during his/her own live/video.



Atomy Membership

FREE Membership
No Regustration **FEES**
No Monthly or Annual **FEES**
No Monthly Quotas
No Website Usage **FEES**
No Automatic Ordering
No "Auto-ship"

You **DO NOT** have to purchase products to join
Fast come to register a new member in
ATOMY OFFICIAL WEBSITE.
(<https://www.atomy.com/my/home>)
PM me for Further Information



Social Media Guideline Version 2.0

Interview / Live / Pre-record VOD

How to create a correct Product Sharing Video

- Allowed to share **product features & testimonials** with Atomy official information
- Allowed to share with **Private Message in the title** with the condition of:
 - ❖ Must **mention can only be purchased from the Atomy official website**
 - ❖ Can only give **guidance messages** such as “I will teach you how to purchase on the Atomy official website”
 - ❖ **Not allowed to reply to viewers comments to avoid any intention of reselling.**



Atomy K.K.B Mido Center added a new photo to the album ATOMY DAILY EXPERT MASK.
11 February at 13:59 · 🌐

Atomy Daily Expert Mask

1 box = 24ml x 10 sheets

1. Carefully selected ingredients to create an exceptional result.
2. Non Harmful ingredients used for comfortable use.
3. 3 types of customised care that have been optimised to allow selective care.
- Moisturizing
- Brightening
- Firming
4. Revolutionary “Seaweed Expert Sheet” use.

Shop Online 🛒
<https://www.atomy.com/my/Home/Product/ProductList...> ✓

*Address:
Use Waze to drive to Atomy K.K.B Mido Center, Jalan Abdul Hamid, Kuala Kubu Bharu, Selangor
<https://waze.com/ul/hw28k329t3> ✓

For more information, please contact us
<https://wa.link/p9lh0w> ✓

#AtomyKKBmidoCenter #AtomyM193 #AtomyMalaysia #FacialMask
#KoreaSkinCare #Moisturizing #Firming #Brightening

