



AMBITENERGY®

THE CONSULTANT'S GUIDE

to SOCIAL MEDIA

When done correctly, social media can be an effective tool to help you build your Ambit business. In Ambit Energy's Consultant's Guide to Social Media, you'll find some DOs & DON'Ts, Q & As, Core Principals and Ambit-specific guidelines, all designed to help you get the most out of each post.

Here's your first guideline: statements made through social media channels are perceived as your opinion. Therefore, be clear these opinions are coming from you.

And here are a few more introductory guidelines. If you are re-stating a fact, provide supporting validation by linking to the source. Always consider your audience; posting similar content over and over may be considered spam by some people, as well as the social channels. Also, ensure your social media channels are kept current; the key to a good social media campaign is frequent, relevant and "non-duplicate" updates.





DOs

Use Social Media To Connect with Your Network.

Social media is a great way to connect with family, friends and business contacts to help grow your business, as well as the Ambit Energy brand.

Create a Facebook Page to Promote Your Ambit Business.

If you're planning on sharing Ambit with your friends on Facebook, be sure to create a Business Page that you can dedicate to your business.

Always Identify Yourself as an Ambit Energy Independent Consultant.

Indicate this in your "Profile Picture," "Name," "Basic Info" or "About Me" sections. Statements made through social media channels are perceived as your opinion. Therefore, be clear these opinions are coming from you.

For Content, Use Positive and Current News Coverage.

Keeping current with Ambit Energy news will make you a resource to your audience. Check Ambit Energy's corporate social pages, Google News and the Ambit Energy Newsroom regularly for new, positive news stories that you can post, tweet or talk about on your social media sites. The more value you provide and the more positive content consumers see, the more likely they are to do business with you.



DON'Ts

Do Not Use Negative Words.

Using words like "scam" and "rip off," even in a rebuttal, will only harm our online reputation. Choose to respond in a positive way. For example, instead of saying, "Ambit Energy isn't a scam," say, "Ambit Energy is a great business opportunity!"

Do Not Use Assets Without the Rights.

If you post information, logos, images or videos, be sure you have the express written permission to do so from the original owner.

Do Not Mislead.

Do not claim or imply that your Facebook page, Twitter profile, business listing, blog, or website is an official or Corporate Ambit page. For example, calling a Twitter page "Ambit Energy" or "Ambit Energy Texas" misleads consumers about the actual author of the feed. For this reason, we ask that you rename any social media account profiles, websites, or review site listings that use the name "Ambit Energy" and are not followed by "Independent Consultant." All Corporate material is protected by copyright laws.

Do Not Post (or Re-Post) Negative News Stories.

Even if your intent is to refute claims in a negative news story, avoid posting it! The more a story is posted, the more times it will be seen by consumers and rank higher in search engines. Instead, create a new post with a positive angle or announcement and continually share those stories with your networks.

Seven Core Social Media Principles

In today's online world, our personal and private lives can often converge. These guidelines are not intended to intrude upon your personal, private life, but to help shape your participation in social media if your contributions and actions can, in any way, be linked to Ambit Energy. Personal participation on fan pages, forums, review sites, or social groups on topics unrelated to your company's interests, and which have no linkage to your company, are considered private. However, speaking as a subject matter expert on a site where fellow industry members or regulators may also participate would be considered public, and that participation should adhere to these guidelines.

1. Ethical Conduct.

Ambit Energy Independent Consultants will not conduct activities that are illegal or contrary to Ambit Energy's Policies and Procedures and/or related policies.

2. Protection of Confidential, Proprietary and Financial Information.

Ambit Energy Independent Consultants must maintain the confidentiality of information considered company confidential, including company data, Customer data, partner and/or supplier data, personal associate data, financial data and any information not generally available to the public.

3. Accurate Information.

Ambit Energy Independent Consultants may not knowingly communicate information that is untrue or deceptive. Communications should be based on current, accurate, complete and relevant data. Ambit Energy will take all reasonable steps to assure the validity of information communicated via any channel, but it is the employee's or Consultant's responsibility to ensure accuracy in the first place. Anecdotes and opinions will be identified as such.

4. Disclosing Your Identity.

In external communications on public, industry-related sites (such as energy forums or communities), always disclose your status as an Independent Consultant. You are encouraged to post a disclaimer, such as: "Thoughts on this site are my own and do not necessarily reflect those of Ambit Energy." Also, if you quote others, disclose any relationship you have with them. Never give people anything in return for testimonials. Speak only to what being an Ambit Energy Independent Consultant has meant to you and your family. Defer to company experts who are officially authorized and trained to speak publicly on the company's behalf, especially in responding to negative posts, reviews, or comments.

5. Presume Broad Distribution.

Before you comment, assume there will always be a broad, conspicuous distribution of everything you post. Even if it's "only" going to be accessible within your network, consider: "If this were broadcast to the public, would I be embarrassed, or would my company's interests be harmed?"

6. Managing Reputation.

When participating in a public manner, you need to care about your reputation and the reputation of Ambit Energy. Even when providing your personal input or quoting others, recognize that outsiders will naturally seek to hold both you and the company accountable for what you say.

7. Treat Others Respectfully.

Specifically, how would you feel if this post was said about you? What if someone communicated this to your boss, Customer, colleague, etc., without giving you an opportunity for input first?

Content Considerations

In order to appropriately manage social media engagement and make it as efficient as possible, we've listed the types of posts that should be avoided under all circumstances (red light), posts that are always good to go (green light), and those that require Ambit Energy Corporate approval (yellow light).



Inappropriate Topics for Online Discussion

- “Scam” or “Complaints” related articles, reviews, or discussions
- Lawsuits concerning Ambit Energy
- Private customer or NDA information
- Ambit Energy’s future financial performance
- Employee and personnel changes
- Sweepstakes, games, contests and/or giveaways
- New Market launches before they are announced publicly by Corporate



Seek Approval Before Participating

- Blogger or online media interviews
- Doing Search Engine Optimization (SEO) on social or web properties such as blogs, YouTube videos, personal websites, forums, review websites
- Paid advertising on social or web properties
- If you’d like to use any custom graphics, please email them to socialmedia@ambitenergy.com for approval.



No Review Required

- Non-company related
- “Have a great day!”
- “Happy Holidays!”
- Company announcements, such as new market launches, once they have been announced publicly through an official press release by Ambit Energy
- Positive media coverage that mentions Ambit Energy
- Re-tweets or posts with positive Ambit Energy reference

Social Media FAQs

Q: What are the most popular social sites I can use to support my Ambit business?

A: Facebook, Twitter, LinkedIn, YouTube, Google+ and Pinterest are some of the most popular social media sites for small businesses. But which one is the most useful to put your time and effort into? According to Constant Contact, 82% of small business owners say that Facebook is the most effective social media platform for their business. For this reason, we suggest you put the majority of your time into Facebook. If you're looking to do more, we suggest Twitter, Google+, LinkedIn and Pinterest.

Q: How should I name my social media page?

A: We suggest that you simply use your personal name, along with the Ambit Energy Independent Consultant social media graphics (found in PowerZone/Business Tools/Advertising Tools/Social Media Content). People like to connect with fellow individuals and, therefore, using your name is a great way to get the word out about your Ambit business. If you don't feel comfortable using only your name, you're allowed to use a variation of "Ambit Energy Independent Consultant." For example, if your name is John Doe, you could use "John Doe's Ambit Energy Team" or "John Doe - Ambit Energy Independent Consultant."

Q: What profile pictures and cover photos should I use for my social media pages?

A: Approved profile pictures, backgrounds and cover photos can be found in PowerZone (Business Tools Advertising Tools/Social Media Content). If you'd like to use any custom graphics, please email them to socialmedia@ambitenergy.com for approval.

Q: I'm not sure if my existing social pages are compliant with Ambit Energy Policies and Procedures. Who do I contact for approval?

A: If you have any questions about compliance with Ambit Energy's Policies and Procedures or Social Media Guidelines, or if you have content that requires approval, please send an email to socialmedia@ambitenergy.com.

Q: What kind of content should I post on my social pages?

A: Use positive and current Ambit Energy news coverage, inspirational content, Ambit "Whys" and shared posts from Corporate websites and social media pages. To make it a little easier on you, we've also created 90 days of pre-approved social media content, available to you in PowerZone (Business Tools/Advertising Tools/Social Media Content). Overall, the more value you provide and the more positive content your fans and followers see, the more likely they're going to do business with you. Keep posts short and sweet; the longer your posts are, the less engagement you will receive from fans.

Q: How often should I update my social pages?

A: Although there is no "one size fits all" answer, you can try to reach a happy medium when it comes to posting on social sites. Keep in mind that too many posts will be seen as spam and infrequent posts will limit the reach of your page. As a rule, we like to stick with, at least, one post every day and no more than three posts in one day. Although special circumstances call for exceptions, this is a good rule of thumb. We also recommend that you vary your posting times; if you space out your posts for the day, you have a better chance of being seen by your fans and followers. After some time, look at your Facebook insights and see what time that your fans are engaged the most.

Q: How can I schedule out my social posts? Is there a way to post to more than one social site at once?

A: We understand that it can be time consuming to post and monitor your social pages. The good news is that there are plenty of valuable tools you can use to help make social media management easier – HootSuite, TweetDeck and Buffer, to name a few. If you're posting to multiple social sites at once, be sure to customize your messages for each channel. You can also direct people from Twitter, YouTube, and Google Plus to your Facebook page.

Q: How can I get more fans and followers on my social pages?

A: The best way to gain more fans (Likes) and followers is to get the word out. Include links to your social pages in your email signature, add them to your business cards and encourage your downline and Customers to Like and Follow your pages. Make sure to engage with other people through comments, and Like other pages to help increase your fan base. Try using Facebook and Twitter search to find other pages and profiles related to your interests to follow.

On Twitter, you can proactively follow people. That said, make sure you are only following real people who would, ideally, follow you back. It's a good rule to keep your follow rate (average of people you are following to your followers) to a 10/1 ratio (100 following to 10 followers).

Q: I would like to combat negative reviews and comments. How do I do this?

A: If you ever see words like "scam" or "rip-off" on your social pages, only respond in a positive manner. Even if your intent is to defend Ambit, the more a story is posted, the more it is seen by consumers and will rank higher on search engines.

This policy also includes Consultant-made videos. Even if your video is refuting "scam" or "rip-off" claims, if it contains any of these negative words in the title or description, it's fueling the story on search engines. From a consumer perspective, oftentimes they don't even watch the video; they just see the negative words and make their own assumptions.

Q: How can I feature my business on Ambit Energy's corporate social pages?

A: The best way to be featured on Ambit Energy's social pages is to share a win with us! We love sharing photos and retweeting success stories. We do ask that you refrain from posting your phone number or links to your Ambit website on our Corporate social pages. We like Consultant engagement on the Corporate pages to be focused on positive comments, helpful advice and wins.

Q: How do I use hashtags (#) in my posts?

A: According to Twitter, "The # symbol, called a hashtag, is used to mark keywords or topics in a tweet." If you use a hashtag in a public account, anyone who searches for that hashtag may find your post. Because it looks like spam, it's best not to use more than 2 hashtags per post. The platforms that currently allow for the use of searchable hashtags are: Twitter, Facebook, Google+ and Pinterest.

Q: How can I upload Ambit Energy's videos onto my YouTube Channel?

A: On YouTube, we ask that you add Ambit Energy videos to your list of favorites instead of uploading. Uploading Ambit Energy videos directly onto your YouTube channel violates our Policies and Procedures.

Q: How do I create a shorter link to my Ambit Energy Website?

A: Are you trying to squeeze a link into a tweet or social post? There are many free sites you can use to shorten the link to your Ambit Energy website such as- bitly.com, goo.gl and ow.ly, to name a few.

Q: Can I link to a website I created on my social media pages?

A: We do allow Consultants to link to websites they've created. However, all websites used to promote an Ambit Energy business must be sent to marketingteam@ambitenergy.com for approval. Make sure it's clearly stated that the page is owned by an Ambit Energy Independent Consultant. Approved logos can be found in PowerZone (Business Tools/Advertising Tools/Ambit Energy Content/Independent Consultant Logos).

Q: I just signed on several new Customers want to let my fans and followers know. How do I announce this on my social pages?

A: You're allowed to use social media sites to announce milestones regarding your Ambit Energy business - followers love to hear about wins! That said, due to legal guidelines, private Customer information may not be announced on social media sites.

Q: Am I allowed to purchase paid advertising on Facebook or promote my tweets on Twitter?

A: Like paid advertising on Google, we highly discourage the purchase of paid advertising on Facebook or promoted tweets on Twitter. Not only can it be expensive, it typically doesn't make sense for Ambit Energy Consultants.

Find Ambit Energy's Corporate pages on ww2.ambitenergy.com/community
Don't forget to Like and Follow us!



For more in-depth guidelines go to:
[PowerZone/Business Tools/Advertising Tools/Social Media Content](#)

For questions contact socialmedia@ambitenergy.com