

SOCIAL MEDIA HANDBOOK

KEEP MAKING MOVES.

STAY ON BRAND.

BE COMPLIANT.

INTRODUCTION

Welcome to your quick-start guide to sharing JIFU on social media!

This handbook is here to help you stay on brand, be authentic, and grow your audience—all while staying compliant with global regulations.

Our community is bold, energetic, and always in **motion**—let's reflect that every time we post.

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1.0

DO'S

- ✓ Use the JIFU logo, colors, and tone of voice from the official brand guide
- ✓ Use JIFU official templates of recognition and others
- ✓ Share your personal wellness, travel, or education journey with JIFU
- ✓ Be authentic—show real experiences, real effort, real results
- ✓ Educate, inspire, and empower others (not just sell!)
- ✓ Include the proper disclaimers on income or product-related posts
- ✓ Show affordable, attainable lifestyle moments—travel, self-care, learning

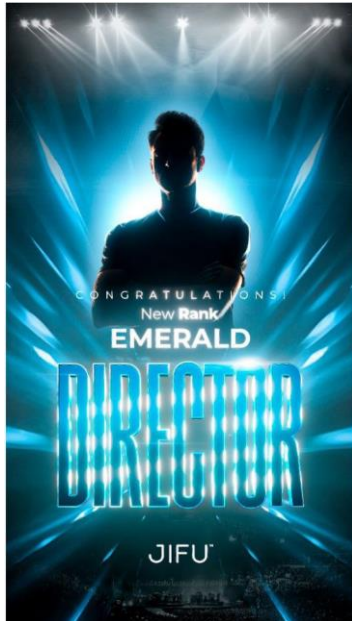
DONT'S

- ✗ Use unverified health or income claims
- ✗ Promise that someone will “get rich fast” or “cure disease”
- ✗ Show or mention luxury cars, yachts, stacks of money, or private jets
- ✗ Tag JIFU in non-compliant posts
- ✗ Combine JIFU with other business ventures on the same account
- ✗ Use language like “millionaire,” “6-figure earner,” “retire early,” etc.
- ✗ Refer to rank titles using any numerical values (e.g., ‘25K’, ‘E3’)
- ⊘ Do not promote JIFU opportunities to individuals under 18.
Avoid any messaging or imagery featuring minors.

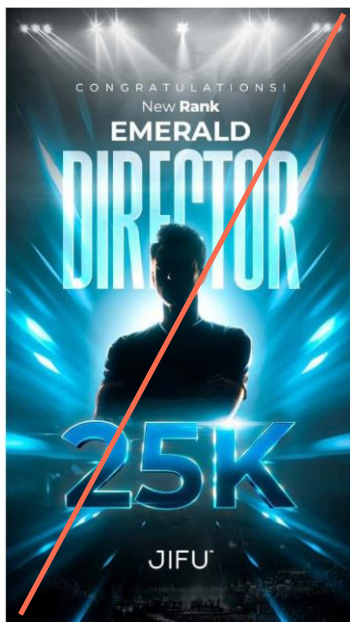
EXAMPLES



GOOD POST



NON-COMPLIANT POST:



2.0

PIPS, NOT PROFITS

As a JIFU member, you may post pips won in a trade and chart analysis. However, you must completely cover any profits.

 Please do not post any of the following:

Any profits while trading live

Leverage / lot size amount

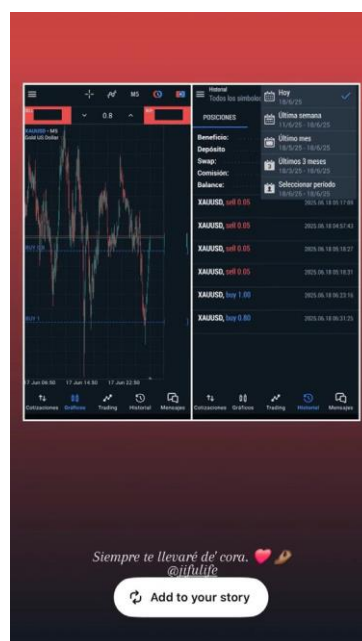
Pip amounts in a trade

Any claims of growing your account by a certain percentage - i.e.
"I grew my account by 50%"

"Grow your account to X amount"

"I doubled my account"

You can publish the pips earned on a trade and the chart analysis, if it completely covers any profits.



3.0

VISUAL GUIDELINES



Use only:

Natural, well-lit, and authentic photography

JIFU's official logos and sub-brand logos

A clean aesthetic with whitespace and dynamic layouts



Avoid:

AI-generated faces

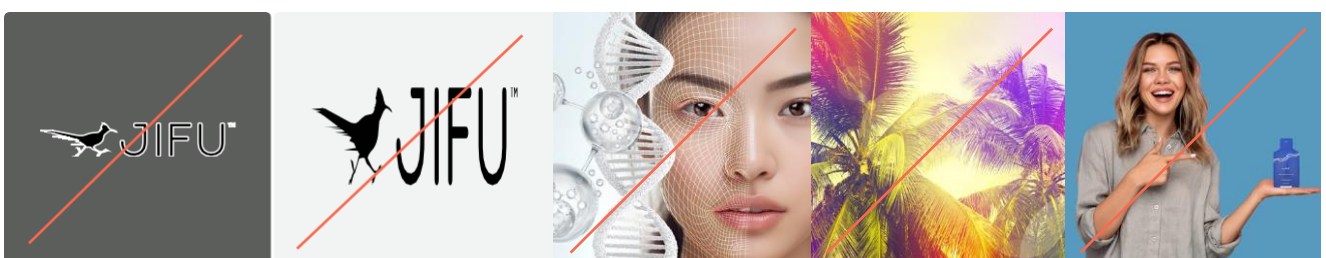
Making changes to JIFU's official logos

Overly filtered or heavily edited photos

Stock images that feel staged or impersonal

Visual that suggest material wealth (luxury cars, private jets, expensive watches)

Posts implying success without explanation of effort, strategy and time.



MESSAGING & TONE OF VOICE



Your posts should be:

Empowering and motivating around success

Motivational and assertive, with positive outlooks

Adventurous, appealing to new experiences

Authentic, no fluff or manufactured marketing speak

Dynamic and always in motion, pushing boundaries

Make moves with JIFU.

Never static.

Fuel your goals.

Life lifted.



Avoid:

Tone that's overly flashy, exaggerated, or commercial tone

~~**Save money with Jifu.**~~

HASHTAG GUIDANCE



Use:

#jifu
#keepmakingmoves
#lifelifted
#forwardtogether

Use event-specific or campaign hashtags where relevant:

#jifumunich



Avoid Hashtags like:

#richlife
#workfrombeach



Prohibited Hashtags Include:

#millionaire, #billionaire
#6figure
#retireyoung
#residualincome*
*unless used with a disclaimer

Anything suggesting passive or guaranteed income

VIDEO & REEL BEST PRACTICES



Keep intros under 5 seconds

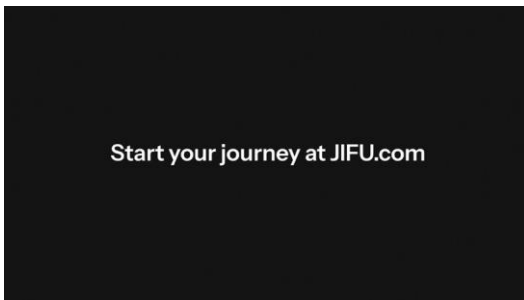
Use branded captions and consistent formatting



Start and End Slate Logo



Mobile



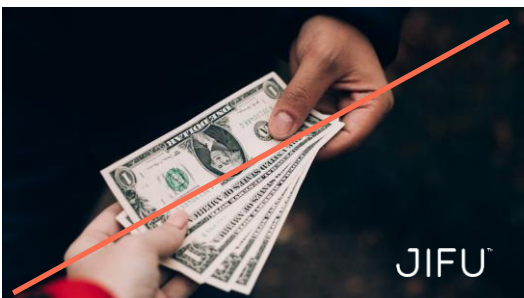
End Slate with URL



Mobile End Slate



Avoid misleading visuals (e.g., stacks of cash)



7.0

COMPLIANCE GUIDELINES

INCOME CLAIMS

Promoting financial gain as a motivator to join JIFU is strictly not allowed.

Any wording that implies individuals are making, or will make, significant earnings is considered a serious red flag by regulatory agencies world-wide.

All content, including social media, must avoid references to monetary outcomes related to joining JIFU, either personally or as part of your team.

 Examples of prohibited language and content include, but are not limited to:

Mentions of purchases that would be unrealistic or unattainable for the average Independent Business Owner

Sharing or resharing any content that highlights income, earnings, or compensation —reposting makes you equally accountable

Highlighting rank qualifications or bonuses associated with rank advancement

Stating weekly payouts or commissions

Discussing profits from trading or other business-related activities

Showcasing payments made for lifestyle expenses (e.g., rent, car, luxury items) tied to JIFU earnings or business performance

Displaying financial documents such as tax forms, bank balances, or investment portfolios

Screenshots or photos of brokerage account withdrawals

Referencing potential earnings or what someone could make in JIFU

Forecasts or income predictions

Expressing income goals or dreams in terms of future monetary success

Using terms like “6-figure earner,” “7-figure income,” or any form of “X-figure” or dollar-based labels

Describing yourself or others with terms like “millionaire,” “wealthy,” or “rich”

Storylines about going from poverty to riches (e.g., “rags to riches” narratives)

7.0

COMPLIANCE GUIDELINES

INCOME CLAIMS



Always Use:

"Income varies and depends on individual effort.

See [jifu.com/Income Disclosure Statement](https://jifu.com/Income%20Disclosure%20Statement) for full details."

Good Post:

"Grateful for the opportunity to grow personally and financially with a community that supports me. #ForwardTogether"



Avoid:

Specific commission amounts

Statements like "I paid my rent with my JIFU check"

Rank achievements with dollar values

Aspirational projections ("This will be a 7-figure year!")

Non-Compliant Post:

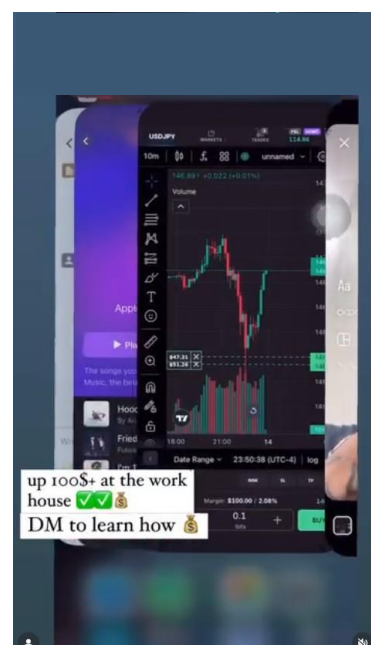
"Made 10k this month and just got my dream car! DM to learn how"

⊗ Avoid Saying	✔ Try This Instead
"Turn your phone into an ATM"	"Build your business from anywhere"
"This made me rich"	"I've grown personally and professionally"
"6-figure earner"	"Thanks to my consistent efforts, I'm progressing"
"Retire early"	"Create freedom on your own terms"

7.0

EXAMPLES

INCOME CLAIMS



COMPLIANCE GUIDELINES

PRODUCT CLAIMS (WELLNESS)



You may say:

“Supports healthy aging*”
“Helps maintain normal energy levels”
“Contributes to skin health”

Good Post

“Feeling energized thanks to my morning JIFU Pulse ritual.
Small habits, big differences.
#KeepMakingMoves”

*These statements have not been evaluated by the Food and Drug Administration.
JIFU products are not intended to diagnose, treat, cure or prevent any disease.



Avoid saying:

“Cures disease”
“Eliminates wrinkles instantly”
“Heals your gut”

Non-Compliant Post:

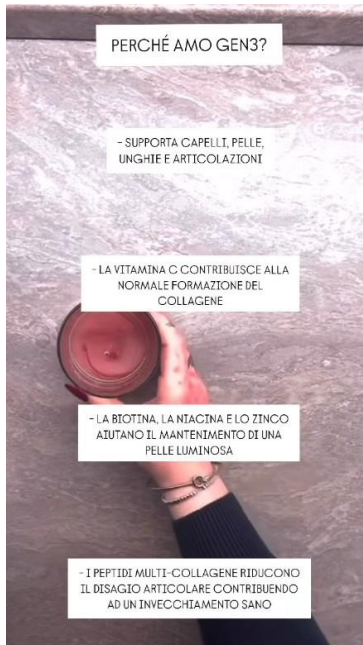
“This coffee cured my fatigue and got rid of my brain fog instantly!”

Stay compliant with EU & US health regulations.

7.0

EXAMPLES

PRODUCT CLAIMS (WELLNESS)



COMPLIANCE GUIDELINES

TRAVEL & LIFESTYLE CLAIMS



You may say:

Affordable trips, local explorations, meaningful moments
Travel rewards you've earned (with a disclaimer)

Good Post:

"Booked a dream stay in Greece with my JIFU travel savings!
Loving the adventure without breaking the bank."



Avoid saying:

Exotic destinations in a way that implies they are guaranteed
Luxury experiences not connected to actual qualifications
Overly aspirational travel reels without context

Non-Compliant Post:

"I only fly private now thanks to JIFU"

7.0

EXAMPLES

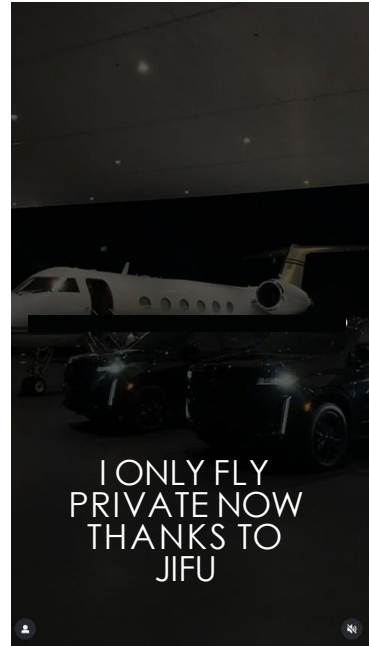
TRAVEL & LIFESTYLE CLAIMS



BOOKED A
DREAM STAY
IN GREECE
WITH MY
JIFU TRAVEL
SAVINGS!



I ONLY FLY
PRIVATE NOW
THANKS TO
JIFU



Verdiene von überall
& lebe dein Traumleben! 🌍✨



8.0

COMPLIANCE MONITORING & ENFORCEMENT

To help maintain brand integrity and ensure a level playing field, JIFU uses internal systems to monitor all social media accounts activity across platforms.

If any non-compliant content is detected, our team will reach out to provide clear guidance and support.

JIFU's Compliance Team may flag posts that violate social media guidelines.

If this happens:

- You'll receive a written notice with a request to remove or revise the post.
- Failure to comply may result in warnings, suspensions, or commission holds.
- Multiple violations may lead to temporary or permanent termination of your distributor account.

We believe education is the first step to alignment-and when we all stay on-brand and on-message, we protect our reputation and our opportunity to grow.

Reminder

JIFU supports ethical promotion based on personal development, travel savings, education, and community-building. Be authentic, avoid hype, and always respect these guidelines when representing the brand.

FOLLOW US



Facebook:
<https://www.facebook.com/Jifu/>



Instagram:
[@jifulife](https://www.instagram.com/jifulife)



YouTube:
<https://www.youtube.com/jifulife>



QUESTIONS?

If you're unsure whether a post is compliant, contact:

compliance@jifu.com

Or speak to your up-line for support.