



DIRECT SELLERS DAY



09.21.2022
#DSD2022



**SOCIAL
MEDIA**
Toolkit



DIRECT SELLERS DAY

WHAT IS IT?

Direct Sellers Day is an annual celebration that takes place on the third Wednesday in September to help raise awareness of the direct selling opportunity across Canada.

Led by the Direct Sellers Association of Canada and its members, direct sellers and their independent sales consultants (ISCs) share their personal success stories and achievements to help Canadians better understand the following key benefits of direct selling.

1. Income Supplementation

Participating in direct selling as a full-or-part-time independent sales consultant for a direct seller, could be a viable way for Canadians to supplement their income without the need for an initial large financial investment.

2. Local and Direct Access to Goods and Services

Direct selling is an alternate way Canadian consumers can purchase goods and services in their community without having to visit a traditional retail location.

3. Consumer Protection

DSA Canada member companies and their independent sales consultants abide by a strict industry Codes of Ethics and Business Practices which covers product sales, consumer care, recruitment and sales force relations which protects consumers and potential entrepreneurs from pyramid schemes, fraudulent activity and false product and earnings claims.

WHEN IS IT?

This year, Direct Sellers Day is taking place on **September 21, 2022.**

2022 THEME: IT'S PERSONAL

This year's theme, ***It's Personal*** will focus on showcasing the personal impact direct selling has on Canadian independent sales consultants (ISCs), consumers, and the Canadian economy.

ACTIVITIES TO GET INVOLVED IN

- **DSA member companies** can nominate an ISC for the 2022 DSA Canada Independent Sales Consultant (ISC) Awards until August 31, 2022. **Four awards will be presented at an in person/livestreamed awards ceremony on September 21, 2022.**
- **ISCs** are invited to take the **Code of Ethics Quiz** to receive a quiz completion certificate that can be shared on Direct Sellers Day with their social networks.
- **ISCs** can share their ***It's Personal*** story on Direct Sellers Day using customizable tools in this toolkit and tag **@DSACanada** using the hashtags **#DSD2022 #ItsPersonal #DSACanada**.

THIS TOOLKIT INCLUDES

Example social media post options for each campaign (i.e. awareness, countdown and on Direct Sellers Day) with images that can be used across Instagram, Facebook, Twitter and LinkedIn. Direct Sellers Day logo variations are also included.

Handles: **@dsacanada** (Instagram), **@DSACanada** (Facebook and Twitter), **@direct-sellers-association-of-canada** (LinkedIn).





SHARE THESE IMPORTANT INDUSTRY FACTS

Current research indicates that 2 in 3 Canadians are interested in pursuing opportunities to make additional income, yet 42% don't believe that direct selling is a realistic option for them to participate in.¹

- In 2021, 1.37 million Canadians signed up to participate in direct selling – 83% of them are women.²
- The top three reasons why Canadians choose to participate in direct selling include:
 - ◊ to earn additional income,
 - ◊ to become an entrepreneur, and
 - ◊ to develop themselves personally (e.g. learn new skills, become more confident, etc.).³
- 2 in 5 (40%) of Canadians have met new people as a result of participating in direct selling and 34% have been rewarded as a result of the effort they have put into their business.⁴
- 3 in 5 (60%) Canadians consider a recommendation from a trusted person to be important when purchasing products or services.⁵

1 DSA Canada, *Interest and Impressions of the Direct Selling Industry 2022*.

2 DSA Canada, *2022 DSA Canada Socio-Economic Impact Study*.

3 DSA Canada, *2022 DSA Canada Socio-Economic Impact Study*.

4 DSA Canada, *2022 DSA Canada Socio-Economic Impact Study*.

5 DSA Canada, *Interest and Impressions of the Direct Selling Industry 2022*.



EXAMPLE POSTS

AWARENESS CAMPAIGN

August 22 to September 2

Body (Character Count: 195)

Looking forward to celebrating #DSD2022 on September 21! This year's theme is #ItsPersonal so make sure to tell your inspiring direct selling story. To learn more, visit: <https://bit.ly/3di2aKR>.

Alternate Text

Body (Character Count: 181)

Get ready to celebrate #DSD2022 on September 21! Share your #ItsPersonal direct selling story and participate in other fun activities. To learn more, visit: <https://bit.ly/3di2aKR>.



Instagram & Facebook



Twitter



LinkedIn

Click here to **DOWNLOAD THESE IMAGES**

COUNTDOWN CAMPAIGN

September 3 to 20

Body (Character Count: 203)

#DSD2022 is almost here! Remember to take the #DSAethicsQuiz, get your #ItsPersonal direct selling story ready and celebrate the #ISCAwards on September 21. To learn more, visit: <https://bit.ly/3di2aKR>.

Alternate Text

Body (Character Count: 166)

#DSD2022 is almost here! Get your #ItsPersonal story ready to help Canadians understand the benefits of direct selling. To learn more, visit: <https://bit.ly/3di2aKR>.



Instagram & Facebook



Twitter



LinkedIn

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DIRECT SELLERS DAY CAMPAIGN

September 21

Body (Character Count: 215)

It's DSD2022! Celebrate #ItsPersonal stories and leaders in the direct selling industry. Make sure to watch the #ISCAwards on FB Live today at 2:30 p.m. EDT, and cheer on the winners. Visit: <https://bit.ly/3di2aKR>.

Alternate Text

Body (Character Count: 200)

It's Direct Sellers Day! Share your #ItsPersonal story and cheer on the winners of the #ISCAwards on FB Live today at 2:30 p.m., EDT. For other fun #DSD2022 activities, visit: <https://bit.ly/3di2aKR>.



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