

MARY KAY®

WINTER 2019 SOCIAL MEDIA PLAYBOOK

Before posting anything on social media, review all of the information and resources available on Product Central.

[Mary Kay InTouch® > Products > Product Central > Supporting Materials](#)

Also, familiarize yourself with Mary Kay's Social Media Guidelines.

[Mary Kay InTouch® > Resources > Digital Zone > Social Media Guidelines](#)

And don't forget to add [#MKEscape](#) when using this Playbook so we can see all of your amazing posts!

NOVEMBER 2019

Days to Remember

| DATE | PHOTO | CAPTION |
|--|--|--|
| Wednesday, Nov. 13 World Kindness Day | Take a selfie while pointing at the camera. Don't forget to smile! OR Post an image with your favorite quote about kindness. | Today is #WorldKindnessDay, and I am spreading kindness! Post a comment below, and I will respond with something that I love about you! ❤️ |
| Thursday, Nov. 28 Thanksgiving Day | Post a photo that represents the things that you are thankful for. It could be family, friends, a pet or a Thanksgiving tablescape. | #HappyThanksgiving! Today I am most thankful for ... |
| Saturday, Nov. 30 Small Business Saturday | Take a photo of a group of your favorite or best-selling <i>Mary Kay</i> ® products. | Celebrate #SmallBusinessSaturday with me! My #MaryKay business allows me ... [freedom, flexibility, etc.] |

DID YOU KNOW...

Thanksgiving was Mary Kay Ash's favorite holiday.

NOVEMBER 2019

Social Messages

| PRODUCT | PHOTO | CAPTION |
|---|--|---|
| <i>TimeWise Repair</i> ® <i>Volu-Fill</i> ® Deep Wrinkle Filler | Snap a selfie holding the <i>TimeWise Repair</i> ® <i>Volu-Fill</i> ® Deep Wrinkle Filler near your face. You could point to the area that you have seen improvement with this product or hold up a finger to show that wrinkles are not welcome here! | Wrinkles are not welcome here! ✘ The #MaryKay TimeWise Repair® Volu-Fill® Deep Wrinkle Filler has a targeted formula that immediately fills in deep wrinkles and helps improve their appearance over time. The place I have seen the most improvement of my wrinkles is ... [my forehead, around my mouth, around my eyes, etc.] |
| Limited-Edition <i>Mary Kay</i> ® Matte Lipstick in Grazie Violet, Red Roma and Puro Mirtillo | Take a photo of the three lipstick shades laying side by side on a solid background. | I am mad about matte! These new limited-edition Mary Kay® Matte Lipsticks are packed with pigment and leave my lips feeling so velvety smooth. 🍷 My favorite shade is [Grazie Violet, Red Roma or Puro Mirtillo]. Which one do you like? |
| Limited-Edition <i>Mary Kay</i> ® Matte Lipstick in Grazie Violet, Red Roma or Puro Mirtillo | Take a photo while wearing your favorite shade of limited-edition Mary Kay® Matte Lipstick. | Pucker up! 🍷 Can anyone guess what shade I'm wearing? |
| <i>Mary Kay</i> ® Hydrogel Eye Patches | Apply a pair of <i>Mary Kay</i> ® Hydrogel Eye Patches to the area under your eyes. Hold the package near your face, and snap a selfie. | It's time for "me" time! Pampering is at the top of my to-do list, and I am treating myself to a burst of hydration with the new Mary Kay® Hydrogel Eye Patches! |
| <i>Mary Kay</i> ® Hydrogel Eye Patches | Shoot a photo or Boomerang of the <i>Mary Kay</i> ® Hydrogel Eye Patches next to a tall glass of water. | Here is my #hydration station! This time of year, it's easy to forget how important it is to stay hydrated! Keep the area under your eyes looking fresh and locked with moisture with the Mary Kay® Hydrogel Eye Patches. |

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| <p><i>Mary Kay</i>® Travel Roll-Up Bag</p> | <p>Fill your <i>Mary Kay</i>® Travel Roll-Up Bag with your travel essentials, and snap an image.</p> <p>OR</p> <p>Film a Boomerang showing the <i>Mary Kay</i>® Travel Roll-Up Bag rolling up.</p> | <p>Check out my new #travel companion! The newly redesigned <i>Mary Kay</i>® Travel Roll-Up Bag has a hook for easy hanging and four clear compartments. And the best part is, they are detachable for an easy grab-and-go!</p> |
| <p>Your favorite <i>Mary Kay</i>® fragrance</p> | <p>Film a Boomerang spritzing your favorite <i>Mary Kay</i>® fragrance.</p> | <p>Fragrance makes the perfect gift for your mom, husband, best friend – pretty much every person in your life! 💧 My favorite fragrance to give is ...</p> |
| <p>White Tea & Citrus <i>Satin Hands</i>® Pampering Set</p> <p>Or any <i>Satin Body</i>® product</p> | <p>Take a photo of the products you select next to a Christmas bow, wrapping paper or other holiday decor.</p> | <p>Need a great gift for the friend who has everything? You can't go wrong with ... [Tell us about your favorite body product and why you love it.]</p> |
| <p><i>Mary Kay</i>® Perfecting Concealer</p> | <p>Apply the <i>Mary Kay</i>® Perfecting Concealer to one undereye area and leave the other undereye area bare. Then take a selfie.</p> | <p>Can you spot the different? 👁️👁️ This #MaryKay product is a game changer!</p> |
| <p>Your favorite <i>Mary Kay</i>® product to use during the winter. You could include <i>Mint Bliss</i>™ Energizing Lotion for Feet & Legs, <i>Mary Kay Naturally</i>™ Nourishing Oil or <i>Mary Kay</i>® Oil-Free Hydrating Gel (Normal/Oily)</p> | <p>Photograph your favorite <i>Mary Kay</i>® product to use during the winter on a bathroom countertop or other clean surface.</p> | <p>Wintertime can be rough on my skin. I love adding [insert product name] to my routine because ...</p> |

DECEMBER 2019

Days to Remember

| DATE | PHOTO | CAPTION |
|--|---|--|
| Monday, Dec. 2 Cyber Monday | Snap a photo of a plain shopping bag filled with tissue paper or if you have a special way that you package orders for delivery. | It's #CyberMonday! You can reach out to me to learn how to shop for #MaryKay online! What is the craziest thing you've ever ordered online? [Add a link to your <i>Mary Kay</i> ® Personal Web Site, if you have one.] |
| Tuesday, Dec. 3 Giving Tuesday | Post an image with an inspirational quote from Mary Kay Ash. Or share an image from <i>The Mary Kay Foundation</i> ™ MK5K®, or other local fundraising event. TIP: If posting an Instagram story, select the "Donation" sticker and search for "marykaycares." Adding this donation sticker to your Instagram story will allow viewers to donate to <i>The Mary Kay Foundation</i> ™ with just a few clicks. | I love #GivingTuesday. It's a great reminder that the holidays are truly about giving. Mary Kay Ash said, "Giving is one of life's greatest joys." And if you're looking for a great place to give today, The Mary Kay Foundation™ uses donations to help fund cancer research and domestic violence prevention. |
| Saturday, Dec. 21 First Day of Winter | Take a close-up photo of your favorite <i>Mary Kay</i> ® foundation. | It's the #FirstDayOfWinter! If you're spending less time in the sun, it may be time to find your winter foundation shade. 😊 Let me know if you would like to learn more about shade matching! |

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| <p>Tuesday, Dec. 24</p> <p>Christmas Eve</p> | <p>Snap a selfie wearing your favorite <i>Mary Kay</i>® red lipstick. Put your index finger to your lips in a “shhh” motion.</p> <p>TIP: You could wear <i>True Dimensions</i>® Lipstick in Firecracker, <i>Mary Kay</i>® Gel Semi-Matte Lipstick in Midnight Red or <i>Mary Kay</i>® Gel Semi-Shine Lipstick in Scarlet Red.</p> | <p> My favorite #MaryKay red lipstick in [insert shade name] matches Santa’s suit almost perfectly!</p> |
| <p>Wednesday, Dec. 25</p> <p>Christmas Day</p> | <p>Post a photo of a holiday scene in your home. It could be a Christmas tree, family opening presents or a selfie wearing Christmas pajamas.</p> | <p>#Merry Christmas 🎁 What did Santa Claus bring you this morning?</p> <p>OR</p> <p>[Share a personal story about your favorite Christmas memory or what Christmas means to you and your family.]</p> |
| <p>Tuesday, Dec 31.</p> <p>New Year’s Eve</p> | <p>Take a photo that represents your year or your business. It could be an award you earned or an image snapped at a skin care party.</p> <p>OR</p> <p>Post a carousel with multiple images from parties or events throughout 2019.</p> | <p>Goodbye, 2019. Hello, 2020! This year, my #MaryKay business has brought me ... [new friends, new motivation, a new outlook, etc.] I’m going into next year with #2020 vision! Want to know more about what a Mary Kay business can do to change your year? Contact me to learn more about #MyMKLife.</p> |

DECEMBER 2019

Social Messages

| PRODUCT | PHOTO | CAPTION |
|---|---|--|
| <i>TimeWise Repair</i> ® <i>Volu-Fill</i> ® Deep Wrinkle Filler | Take a selfie while pointing at your neck. OR Place the <i>TimeWise Repair</i> ® <i>Volu-Fill</i> ® Deep Wrinkle Filler near your cellphone, computer or tablet, and snap a photo. | Did you know that staring down at your smartphone could be aging the skin on your neck and causing wrinkles? No #TechNeck here! During an 8-week independent clinical study of 31 women, 100% of participants showed an improvement in the appearance of wrinkle severity while using the <i>TimeWise Repair</i> ® <i>Volu-Fill</i> ® Deep Wrinkle Filler twice daily. |
| Limited-Edition <i>Mary Kay</i> ® Matte Lipstick in Grazie Violet, Red Roma or Puro Mirtillo | Practice your flat lay skills! On a flat surface, put together a holiday party look. It could include a sparkly dress, Christmas sweater, a special handbag or your favorite festive accessory. Add in your favorite shade of limited-edition <i>Mary Kay</i> ® Matte Lipstick. | Lipstick is this season's most festive accessory! 🧡 I love this fashion-forward shade because ... [it goes with everything, red is always joyful, it makes every day worth celebrating, etc.] |
| <i>Mary Kay</i> ® Hydrogel Eye Patches Your favorite <i>Mary Kay</i> ® eye cream | On a countertop or other clean surface, place an open container of the <i>Mary Kay</i> ® Hydrogel Eye Patches next to your favorite <i>Mary Kay</i> ® eye cream. Snap a photo. | Can't beat this dynamic duo! 🧑‍🤝🧑 My favorite part of these new #MaryKay Hydrogel Eye Patches is ... [how hydrated my eyes feel, the cooling effect, etc.] |
| <i>Mary Kay</i> ® Hydrogel Eye Patches | Film a Boomerang video of yourself removing a <i>Mary Kay</i> ® Hydrogel Eye Patch from underneath your eye. | <ul style="list-style-type: none"> 💧 Hydrates ❄️ Cool 🌿 Soothes ☁️ Depuffs These <i>Mary Kay</i> ® Hydrogel Eye Patches are my eyes' new best friend! |

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| <i>Mary Kay</i> ® Travel Roll-Up Bag | Take a photo of your <i>Mary Kay</i> ® Travel Roll-Up Bag next to some holiday decor or near your car. | I am #holiday travel-ready! My new <i>Mary Kay</i> ® Travel Roll-Up Bag holds all of my travel essentials like ... [List your favorite products to travel with.] |
| Your favorite <i>Mary Kay</i> ® giftable products. You could include a <i>Mary Kay</i> ® fragrance, <i>TimeWise Miracle Set 3D The Go Set</i> ® or <i>Clear Proof</i> ® Deep-Cleansing Charcoal Mask. | Place a bow or other festive decoration on your favorite giftable product, and take a photo. | This is my absolute favorite gift to give around the holidays. [Tell us why you love this gift and who you would give it to.] |
| <i>Mary Kay</i> ® brushes | Post a selfie wearing your favorite eye makeup look while holding your <i>Mary Kay</i> ® brushes. | Your brushes are just as important as your makeup! I got this beautiful look by using ... [Tell us what brushes you used to create your look.] |

DO YOU KNOW...

The difference between commercial and informational messages?

In an *informational* message, you can express your love for *Mary Kay*® products, but you cannot sell those products. Informational messages can be posted on your personal *or* business social media pages.

EXAMPLE: “I love the new *Mary Kay*® Hydrogel Eye Patches!”

In a *commercial* message, you are asking the audience to engage in business with you. Commercial messages can *only* be shared on a business page or closed group.

EXAMPLE: “I love the new *Mary Kay*® Hydrogel Eye Patches! Book an appointment with me to check it out!”

JANUARY 2020

Days to Remember

| DATE | PHOTO | CAPTION |
|--|---|---|
| <p>Wednesday, Jan. 1</p> <p>New Year's Day</p> | <p>Post a photo that represents your goals for 2020.</p> | <p>#HappyNewYear! 🎉 2020 is here, and my goals for the year are [insert the goals you would like to share. They could pertain to your business or be personal.]</p> |
| <p>Wednesday, Jan. 8</p> <p>National Bubble Bath Day</p> | <p>Take a photo of your hand holding the <i>Satin Body</i>® Indulgent Shea Wash or the <i>Mary Kay</i>® 2-In-1 Body Wash & Shave.</p> | <p>Today is #NationalBubbleBathDay! 🛁 I'm celebrating with the #MaryKay [Satin Body® Indulgent Shea Wash or 2-In-1 Body Wash & Shave]. This is one of my favorite bath products because...</p> |
| <p>Friday, Jan 10</p> <p>Quitter's Day</p> | <p>Post a photo that represents your motivation. It could be an image of your Starter Kit, a pink Cadillac, a motivational quote or another goal that you are reaching for.</p> | <p>Did you know that today, the second Friday in January, is called Quitter's Day? It's the day that most people give up their New Year's resolution. Not me! I feel motivated, empowered and ready to give 2020 everything I've got!</p> |

JANUARY 2020

Social Messages

| PRODUCT | PHOTO | CAPTION |
|---|---|---|
| <p><i>TimeWise Repair® Volu-Fill®</i> Deep Wrinkle Filler</p> <p><i>Skinvigorate Sonic™</i> Skin Care System with the facial massage head</p> | <p>Shoot a Boomerang or time-lapse video while using the <i>Skinvigorate Sonic™</i> Skin Care System with the facial massage head.</p> | <p>Who doesn't love a massage? This facial massage head helps serum absorb better AND helps face and neck appear tightened and toned. Add the <i>TimeWise Repair® Volu-Fill®</i> Deep Wrinkle Filler, and you'll feel younger in no time!</p> |
| <p>Limited-Edition <i>Mary Kay®</i> Matte Lipstick in Grazie, Violet; Red Roma or Puro Mirtillo</p> | <p>Take a solo selfie with your favorite limited-edition <i>Mary Kay®</i> Matte Lipstick shade.</p> | <p>I feel [empowered, loved, energetic, etc.] when wearing my favorite lipstick. 🍷 How are you feeling today?</p> |
| <p>Limited-Edition <i>Mary Kay®</i> Matte Lipstick in Grazie, Violet; Red Roma and Puro Mirtillo</p> | <p>Swatch all three lipstick shades on the back of your hand. Take a picture of your hand.</p> <p>TIP: Standing near a window or in natural light will help show the true color of each shade.</p> | <p>From left to right, this is the #MaryKay limited-edition Matte Lipstick in Grazie Violet, Red Roma and Puro Mirtillo. Which one is your favorite?</p> |
| <p><i>Mary Kay®</i> Hydrogel Eye Patches</p> <p><i>TimeWise®</i> Moisture Renewing Gel Mask</p> | <p>Apply a pair of <i>Mary Kay®</i> Hydrogel Eye Patches to the area under your eyes and the <i>TimeWise®</i> Moisture Renewing Gel Mask to your face. Take a selfie that represent your "me" time. You could hold a book or a cup of coffee.</p> | <p>#MeTime means #MultiMasking with the <i>Mary Kay®</i> Hydrogel Eye Patches and <i>TimeWise®</i> Moisture Renewing Gel Mask.</p> |
| <p><i>Mary Kay®</i> Hydrogel Eye Patches</p> | <p>Snap a photo of your morning must-haves, like coffee, a newspaper and your <i>Mary Kay®</i> Hydrogel Eye Patches.</p> | <p>What do I need to wake up? [List things like an alarm clock, two cups of coffee, a cold shower, etc.] and my favorite <i>Mary Kay®</i> Hydrogel Eye Patches. Even if I don't feel awake, these hydrating eye patches help me look awake!</p> |

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| <p><i>Mary Kay</i>® Travel Roll-Up Bag</p> | <p>Take a photo of your <i>Mary Kay</i>® Travel Roll-Up Bag filled with your travel essentials.</p> | <p>What is the one thing you always forget to pack when traveling? I usually forget my [toothbrush, hairbrush, mascara, etc.]. But with the clear compartments in this new <i>Mary Kay</i>® Travel Roll-Up Bag, I can see everything I'm packing.</p> |
| <p><i>TimeWise</i>® Microdermabrasion Plus Set</p> | <p>Lay your <i>TimeWise</i>® Microdermabrasion Plus Set on a clean bath towel, and take a picture.</p> | <p>Winter weather can make my skin look dry and dull. Adding the <i>TimeWise</i>® Microdermabrasion Plus Set to my routine has helped [shrink the look of pores, dramatically improve my skin's appearance, my skin look instantly younger, etc.].</p> |
| <p>Your favorite <i>Mary Kay</i>® color products</p> | <p>Take one photo wearing your daytime look and one photo wearing your nighttime look, and post as a carousel.</p> | <p>I turn my daytime ☀️ look into a nighttime 🌙 look by ... [adding eyeliner, using a bold lipstick, etc.]</p> |
| <p>Your favorite <i>Mary Kay</i>® foundation</p> | <p>Snap a selfie holding your favorite <i>Mary Kay</i>® foundation close to your face.</p> <p>OR</p> <p>Lay several <i>Mary Kay</i>® foundations on a flat surface, and take a picture.</p> | <p>Let's talk foundation. Are you a liquid, cream or powder type of gal? Personally, I love ...</p> |
| <p><i>TimeWise Repair</i>® <i>Volu-Firm</i>® Set</p> | <p>Shoot an image of the <i>TimeWise Repair</i>® <i>Volu-Firm</i>® Set on a clean bath towel or bathroom countertop.</p> | <p>A #NewYear means it's time to repair the damage from last year! My favorite product in the <i>TimeWise Repair</i>® <i>Volu-Firm</i>® Set is the [insert product name] because ...</p> |