

MARY KAY®
FEBRUARY 2021 SOCIAL MEDIA PLAYBOOK
#MKElevateYourExpectations

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
<p>Wednesday, Feb. 3</p>	<p><i>TimeWise Replenishing Serum C+E™</i></p>	<p>Create a Boomerang video! Hold the product by moving it side to side, bringing it close to the camera or positioning it next to your face and smile! Or come up with your own unique Boomerang.</p>	<p>This firming and brightening serum deserves a double take! 🧑‍🦲 TimeWise Replenishing Serum C+E™ is my new favorite serum.</p> <p><i>(What changes have you noticed in your skin? How does it make your skin feel over time?)</i></p> <p>What is your go-to serum? #MKElevateYourExpectations</p>
<p>Sunday, Feb. 7</p>	<p><i>Mary Kay Unlimited™ Lip Gloss</i></p>	<p>Hold your favorite shade near your face, and take a selfie.</p>	<p>Beauty confession: I have a secret color obsession. Mary Kay Unlimited™ Lip Gloss in <i>(shade name)</i>! 🤩</p> <p><i>(What do you love most about this lip gloss? How do your lips feel after applying the gloss? What other shades are a must-have?)</i></p> <p>What lip color are you obsessed with? #MKElevateYourExpectations</p>

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Monday, Feb. 8	Your favorite <i>Mary Kay</i> ® hydrating body product, such as White Tea & Citrus <i>Satin Body</i> ® Silkening Shea Lotion or White Tea & Citrus <i>Satin Body</i> ® Whipped Shea Crème	Set your favorite <i>Mary Kay</i> ® hydrating body product near a sink or bathroom setting. Snap a picture. OR Try using Instagram Reels. It allows you to film, edit and add music to videos up to 30 seconds! There are tons of simple editing options to make your short video unique and interesting for your followers.	Winter weather means my skin needs extra hydration from head to toe. <i>(Tell us about the product(s) you selected. How does your skin feel after applying? Does the product have a fragrance? How often do you use the product(s) on your hands, feet and legs?)</i> 🙌 Hands down, my winter skin adores this extra hydration. #MKElevateYourExpectations
Thursday, Feb. 11	Your favorite <i>Mary Kay</i> ® moisturizer	Lay your favorite <i>Mary Kay</i> ® moisturizer flat on a clean countertop styled with succulents or faux greenery.	Done with winter dryness? This essential replenisher keeps my thirsty skin happily hydrated through frigid conditions. <i>(Name your selected moisturizer and list a few of the reasons you love it!)</i> How do you keep your winter skin replenished? 💧 #MKElevateYourExpectations

TIP

As you learn to grow your social media presence, remember that the followers on your personal social media channels want to see more than just Mary Kay. They want to see YOU. Building a brand on social media is about showing your authentic self. Consider finding two or three topics that inspire you outside of your Mary Kay business, such as family, fitness, cooking or the outdoors. Weave those posts in between your posts that include *Mary Kay*® products.

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
<p>Sunday, Feb. 14</p> <p>Valentine's Day</p>	<p><i>Mary Kay Chromafusion® Eye Shadow in Gold Status, Dusty Rose, Rose Gold and Moonstone</i></p> <p><i>Mary Kay® Eyeliner in MK Deep Brown</i></p> <p><i>Mary Kay Chromafusion® Blush in Rosy Nude</i></p> <p><i>Mary Kay Unlimited™ Lip Gloss in Pink Ballerina</i></p>	<p>Check out the Date Night face chart with step-by-step application tips, available on marykay.com.</p> <p>Try the look for yourself, and capture your glam Valentine's Day look with a selfie.</p>	<p>I'm totally feelin' myself in this glam V-Day look! Can't wait to take it for a spin on a date night in or during virtual happy hour with gal pals! 😊</p> <p><i>(List the products you used to achieve your look.)</i></p> <p>Happy #ValentinesDay! #MKElevateYourExpectations</p>
<p>Thursday, Feb. 18</p>	<p><i>Mary Kay Clinical Solutions™ Retinol 0.5</i></p>	<p>If you've been using <i>Mary Kay Clinical Solutions™ Retinol 0.5</i> for a few weeks, post before and after photos. For guidance on how to take the best photos, check out the Before & After Image Guidelines.</p> <p>OR</p> <p>If you don't feel that you have compelling before and after photos yet, photograph the <i>Mary Kay Clinical Solutions™ Retinol 0.5</i> in your hand.</p>	<p>After <i>(insert number)</i> weeks of use, my skin gives <i>Mary Kay Clinical Solutions™ Retinol 0.5</i> absolutely glowing reviews. ✨</p> <p><i>(Have you seen any changes in your skin? How does your skin feel after applying? Have you been using the Retinization Tracker to keep up with your usage?)</i></p> <p>#MKElevateYourExpectations</p>

TIP

The new *Mary Kay Clinical Solutions™* Social Media Playbook can help you post your eight-week retinization journey on social media with exciting caption prompts and compelling photo ideas. You can download the playbook from *Mary Kay InTouch®* > Resources > Digital Zone > Social Media Central > Social Media Playbooks

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
<p>Friday, Feb. 19</p> <p>National Lash Day</p>	<p>Your favorite <i>Mary Kay®</i> mascara</p>	<p>Apply mascara to one set of eyelashes. Hold the mascara tube near your face and take a selfie.</p>	<p>Shout out to my favorite mascara on #NationalLashDay! 😊</p> <p><i>(Which Mary Kay® mascara did you use? Describe the mascara wand and how it applies. Do you wear mascara every day?)</i></p> <p>What do you want most from a mascara – length, volume or waterproof? #MKElevateYourExpectations</p>
<p>Monday, Feb. 22</p>	<p>Your favorite <i>Mary Kay®</i> foundation and brush or sponge</p>	<p>Create a flat lay image of the products styled atop foam board or solid color paper.</p>	<p>Thanks to this complexion-perfecting pair, my skin looks flawlessly filtered in just a few minutes. 😊</p> <p><i>(Describe the way the foundation feels on your skin. Note the features you love about the application tool and foundation.)</i></p> <p>Do you apply foundation with a brush or sponge? #MKElevateYourExpectations</p>

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Friday, Feb. 26	Limited-Edition† <i>Mary Kay If You Believe™</i> Eau de Toilette	Hold the product in one hand and snap a photo with the other hand.	Meet the official fragrance for spring! The limited-edition <i>Mary Kay If You Believe™</i> Eau de Toilette is a woody citrus floral fragrance designed to awaken your imagination and discover the wonder in every moment. ✨ #MKElevateYourExpectations
Saturday, Feb. 27	<i>Mary Kay Clinical Solutions™</i> Retinol 0.5 Set Your <i>Mary Kay®</i> evening skin care routine	Take a video while using your p.m. skin care routine, including the <i>Mary Kay Clinical Solutions™</i> Retinol 0.5 Set. OR Go live and walk your followers through your nighttime routine step by step!	Prep your skin for sweet beauty sleep with an enhancing p.m. routine. 🌙 Not sure where to begin? See each step of my nighttime routine in action! #MKElevateYourExpectations

†Available while supplies last

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TIP

This month, challenge your social media knowledge by shaking up your content and trying new things. Can you get four in a row for a social media bingo? Or try to mark off each square for an extra-challenging month!

Post a selfie	Go live on Instagram or Facebook	Use a filter on Instagram	<i>Mary Kay</i> [®] eStart or the <i>Mary Kay</i> [®] Starter Kit
Host a <i>Mary Kay</i> [®] virtual party	Post to IGTV	Post to Instagram Stories	Create an Instagram Story Highlight
Share a <i>Mary Kay</i> [®] video from YouTube to Facebook	Use the <i>Mary Kay Clinical Solutions</i> [™] Social Media Playbook to create a post	Create a post not related to your <i>Mary Kay</i> business	Like and comment on 10 posts from friends
Create a post using #MyMKLife	Include a link to your <i>Mary Kay</i> [®] Personal Web Site in a post	Invite someone to join your <i>Mary Kay</i> business page or closed group	Post to Instagram Reels