

MARY KAY®

OCTOBER 2020 SOCIAL MEDIA PLAYBOOK

#MKBeautyBeyond

If you follow these prompts exactly as they are written, you will create *informational* messages. Informational messages can be posted to both your *personal* and *business* social media pages. Should you add anything that invites a user to do business with you – such as a price or a suggestion to book a party – these will be considered *commercial* messages, which should only be posted to a *business* page.

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
<p>Thursday, Oct. 1</p> <p>Breast Cancer Awareness Month</p>	<p>Your favorite pink <i>Mary Kay</i>® products</p>	<p>Take your favorite pink <i>Mary Kay</i>® products, and scatter them on a pink surface.</p> <p>TIP: Craft paper, poster board or gift-wrapping paper can make a seamless backdrop.</p>	<p>Pink has even more power in October. 🎀 During Breast Cancer Awareness Month, I am especially proud to be an (<i>your title:</i> <i>Independent Beauty Consultant,</i> <i>Independent Sales Director, etc.</i>) with Mary Kay. To continue the fight against cancers affecting women, The Mary Kay FoundationSM awards \$1.2 million in grants to select doctors and medical scientists who focus on curing cancers that affect women.</p> <p><i>(If you feel comfortable, share a story about how cancer has affected your life or the life of someone you know.)</i></p> <p>#MKBeautyBeyond</p>
<p>Monday, Oct. 5</p> <p>World Teachers' Day</p>	<p>Limited-Edition <i>Mary Kay</i>® Hand Cream and Lip Balm Set</p> <p>Or</p> <p>Other fun, giftable products</p>	<p>Create a special care package for your favorite teachers! Bundle the selected products together, wrap in cute tissue paper or a cello bag, and tie up nicely with a shiny ribbon. Prop the gift next to a few books, and take a few shots. Choose the best image to post!</p>	<p>It's #WorldTeacherDay! 📚 I'm celebrating the fabulous educators in my life with a fun little gift set to say thanks!</p> <p><i>(Tell us what products you have assembled to gift. Why do these products make a great gift for a hardworking teacher? Will these products help them relax or treat themselves? Share any tips or tricks for how to wrap the gift sets.)</i></p> <p>Who was your most influential teacher and why? #MKBeautyBeyond</p>

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Wednesday, Oct. 7	Your favorite <i>Mary Kay</i> ® serum	Select your fave <i>Mary Kay</i> ® serum, and hold it next to your face. For best results, make sure your skin looks clean and radiant, with minimal makeup. Then, snap a well-lit selfie.	Meet the holy grail of my skin care routine, <i>(insert serum name)</i> . I can't imagine a world without this wonderful formula. ✨ <i>(Why is this your favorite serum? How long have you been using it? What benefits have you seen in your skin?)</i> What is your holy grail skin care product? #MKBeautyBeyond
Saturday, Oct. 10	Limited-Edition <i>Mary Kay</i> ® Mini Blending Sponge Set and Limited-Edition <i>Mary Kay</i> ® Mini Essential Brush Set	Lay sets on a flat surface, side-by-side. Style using pops of confetti or shimmering ribbon. Position your camera, pointed straight down, about 6 inches above the scene. Snap a flat lay photo!	These absolutely adorable minis are sure to delight the beauty-lovers in your life! These perfectly petite treats are the perfect little stocking stuffers for any fan of glam, especially those on the go. 💕 #MKBeautyBeyond

1 MILLION HOSTESSES CHALLENGE

Who is ready to party? Find NEW social media education pieces on *Mary Kay InTouch*® that can help you reach your party-planning goals. Check out the **Digital Party Social Media Playbook**, a playbook like this one that you can use over and over again to help promote your virtual parties. There is even a section with social posts that you can provide to your hostess.

Find this and more by visiting *Mary Kay InTouch*® > Resources > Digital Zone > Social Media Central.

NEW MARY KAY AR FILTER

Take your Facebook and Instagram Stories to the next level with the new Mary Kay AR filter.

On Instagram, visit @marykayus, select the smiley face tab, then select the filter and tap "Try It." Tap the screen to swap your background and your lipstick color!

On Facebook, select "Create a Story," then "Selfie," then the smiley face icon. Scroll across the bottom until you see the Mary Kay filter (pink background with hot pink lips). Note that you must "like" Mary Kay on Facebook in order to see this filter.

Have fun using these filters in your social media stories, and don't forget to tag Mary Kay before posting!

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
<p>Tuesday, Oct. 13</p>	<p>Your favorite <i>Mary Kay</i>® moisturizer</p>	<p>Film a short video of yourself using the suggested script provided below. Be sure to show your favorite moisturizer to the camera when speaking. Have fun, and be yourself!</p> <p>SUGGESTED SCRIPT: “This is my favorite <i>Mary Kay</i>® moisturizer, <i>(insert name)</i>.”</p> <p>Answer these prompts to complete your script:</p> <p><i>Q. Do you use it morning or night?</i></p> <p><i>Q. What is the texture of the moisturizer? Is it lightweight or creamy?</i></p> <p><i>Q. Does it have added benefits, such as SPF?</i></p> <p><i>Q. How does your skin feel after you apply the moisturizer?</i></p>	<p>Check out my favorite <i>Mary Kay</i>® moisturizer, <i>(insert product name)</i>! This daily skin-saver is one product I cannot live without. ❤️ What’s your favorite <i>Mary Kay</i>® product? #MKBeautyBeyond</p>
<p>Thursday, Oct. 15</p> <p>Global Handwashing Day</p>	<p>Fragrance-Free <i>Satin Hands</i>® Shea Hand Soap</p>	<p>Take a close-up, short video or Boomerang of yourself or someone else washing your/their hands with this product. Create a satisfying lather, and make sure the bottle is visible.</p>	<p>It’s #GlobalHandwashingDay. That means the Fragrance-Free <i>Satin Hands</i>® Shea Hand Soap deserves a double take.</p> <p><i>(What is your favorite thing about the Fragrance-Free <i>Satin Hands</i>® Shea Hand Soap? Who would love to receive this product as a gift?)</i></p> <p>Spread love, not the germs! 🧼 #MKBeautyBeyond</p>

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Sunday, Oct. 18	Your favorite <i>Mary Kay</i> ® blush	Take a selfie holding your favorite blush near your cheek. If it's a powder blush, include the blush and brush in the photo.	<p>If I had to choose one cheek product to take to a desert island, it would be (<i>blush name</i>). Creating a warm, rosy flush brightens my entire face and my mood.</p> <p><i>(What brush do you use to apply? How do you select which blush shade you are going to use? What are some of your other favorite blush shades?)</i></p> <p>#MKBeautyBeyond</p>
Wednesday, Oct. 21	<i>Mary Kay Naturally</i> ® products	Lay your <i>Mary Kay Naturally</i> ® products on a flat surface, side-by-side. Style the scene on top of a folded towel, and consider including some cotton swabs or cotton pads. Position your camera, pointed straight down, about 6 inches above the scene. Snap a flat lay photo!	<p>Naturally, we all want what is best for our skin! 🌿 The <i>Mary Kay Naturally</i>® Collection offers complexions a refreshing alternative with products made from naturally derived ingredients.</p> <p>#MKBeautyBeyond</p>
Friday, Oct. 23	Your favorite <i>Mary Kay</i> ® fragrance	Lay your favorite <i>Mary Kay</i> ® fragrance on a flat surface. Be creative! Style the scene with props such as ribbons, faux flowers or other props that help convey the scent of the fragrance or how it makes you feel.	<p>My favorite <i>Mary Kay</i>® fragrance is more than just a lovely aroma, it's an everlasting reminder of my essence. ✨ Filled with notes of (<i>name notes</i>), (<i>name fragrance</i>) is my signature scent.</p> <p><i>(Share the top, middle and bottom notes of the fragrance. You can check marykay.com for the full list on each fragrance. How does this fragrance make you feel? What does this fragrance remind you of? Who would love this fragrance as a gift around the holidays?)</i></p> <p>What is your favorite smell in the entire world? #MKBeautyBeyond</p>

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Sunday, Oct. 25	Mary Kay® Hydrogel Eye Patches	Take a selfie while wearing the Mary Kay® Hydrogel Eye Patches. Hold the jar near your face before snapping a photo.	Relaxing “me” time begins with these shimmering pink gels. Self-care has never felt so easy and essential. 😊 #MKBeautyBeyond
Tuesday, Oct. 27	Your favorite Mary Kay® foundation, CC cream or powder	Apply your favorite Mary Kay® foundation, CC cream or powder to the left half of your face. Leave the right half bare to show the difference.	The perfect coverage for me is <i>(insert product name)</i> . It forgives my flaws without concealing my complexion, resulting in enhanced, healthy-looking skin. <i>(What shade are you wearing? What tools or brushes do you use to apply the product? How does it feel on your skin?)</i> #MKBeautyBeyond
Friday, Oct. 30	Mary Kay® Extra Emollient Night Cream	Squeeze a bit of product onto your index finger. Hold the bottle in the same hand with an open palm, snap a photo.	You know what’s really scary? Dry skin. 🙄 Mary Kay® Extra Emollient Night Cream helps maintain skin’s natural moisture level and replenishes hydration in overly dry areas. <i>(Where do you apply the Mary Kay® Extra Emollient Night Cream most often? Do you use it year-round or just during cooler months of the year?)</i> #MKBeautyBeyond

SOCIAL TIP

Include a link to your Mary Kay® Personal Web Site at the end of your captions. Adding the link by itself or prefacing the link with “Learn more” is considered an *informational* message, which means you can post to your personal social media pages.

Should you preface the link with a request to do business with you, such as “Shop with me” or “Buy here,” your post will be considered a *commercial* message, which should only be posted to your business page or group.

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
<p>Saturday, Oct. 31</p> <p>Halloween</p>	<p>Your favorite <i>Mary Kay</i>® masks</p>	<p>Consider multimasking with the <i>Mary Kay</i>® Hydrogel Eye Patches and a swipe of the <i>Clear Proof</i>® Deep-Cleansing Charcoal Mask on your nose. Or try sweeping the <i>TimeWise</i>® Moisture Renewing Gel Mask on dry patches while spot treating blemishes with the <i>Clear Proof</i>® Deep-Cleansing Charcoal Mask. Strike a pose, then snap a selfie!</p>	<p>My #Halloween mask isn't scary! It's packed full of complexion-perfecting benefits like (insert <i>some of the benefits of the products you have chosen</i>). Which means my skin is absolutely gourd-geous. 🎃</p> <p>#MKBeautyBeyond</p>