

Social Media Guidelines 101

Want to promote your Mary Kay business on social media? Master these concepts, and you can become a confident Mary Kay Social Creator!

- **Informational Messages:** **TELL** the world about Mary Kay! What are your favorite products? What do you love most about the opportunity? These messages are informational in nature and can be shared anywhere on social media.
- **Commercial Messages:** **SELL** Mary Kay! Want to engage in business with a customer? Want to invite someone to join your team? These are the messages that do that and can only be shared on your **business page AND private customer Facebook Groups**.
- **Personal Page:** This page's audience follows you for **more than** your Mary Kay business.
- **Business Page:** This page's audience follows you **for** your Mary Kay business (THINK: These are your customers or potential customers).

	Personal Page	Business Page
Informational Message	YES! Tell away!	YES! Tell away!
Commercial Message	NO selling here.	YES! Sell away!

Looking for some more in-depth information on how to use social media? Check out the following documents:

- [Social Media Guidelines](#) – Start here to learn how to successfully promote your business on social media
- [Social Media Do's and Don'ts](#) – Tangible examples of social media content you can post
- [Where Can I Say That?](#) – An easy reference sheet to remind you what kind of messaging you can share on different social media platforms