

MARY KAY

SPRING 2020 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 #MKStandout when using this Playbook so we can see all of your amazing posts!

FEBRUARY 2020

DATE	PHOTO	CAPTION
Sunday, Feb. 2 Super Bowl Sunday	Lay your favorite Mary Kay® skin care products on a flat surface or outside in green grass that could resemble turf.	I'm ready for the big game, are you? 🏈 I've got my MVP right here! (Tell us about your favorite product, why it is your favorite, and what it has done to help your skin.)
Wednesday, Feb. 5	Shoot a Boomerang video of yourself scrubbing your lips with the <i>Satin Lips</i> ® Shea Sugar Scrub. OR Post a picture of your puckered lips holding both the <i>Satin Lips</i> ® Shea Sugar Scrub and <i>Satin Lips</i> ® Shea Butter Balm.	I'm prepping my pout for Valentine's Day! Did you know, this month only, you can qualify for a FREE <i>Satin Lips</i> ® Set with your Mary Kay Starter Kit? Direct message me if you don't already have an independent beauty consultant if you want to learn more! #MKStandout
Monday, Feb. 10	Set up your nightly skin care routine on your countertop. Include at least one <i>Mary Kay Naturally</i> ™ product that helps supplement your routine. Style the photo with clean white towels, a glass jar of cotton pads or other fresh accessories.	I am elevating my beauty routine! I like adding the (insert <i>Mary Kay Naturally</i> ™ product name) to my routine when...

<p>Friday, Feb. 14</p> <p>Valentine's Day</p>	<p>Hold your favorite Mary Kay® lipstick and lip liner combo in your hand and snap a picture.</p>	<p>Happy Valentine's Day! ❤️ My lips LOVE this liner! <i>Mary Kay</i>® Lip Liner effortlessly shapes, lines and fills in my lips with soft, creamy color. My go-to lipstick-liner combo is...</p>
<p>Sunday, Feb. 16</p>	<p>Take a selfie wearing the new <i>Mary Kay</i>® Waterproof Liquid Eyeliner Pen.</p>	<p>This new liquid eyeliner is so precise, you can create looks that are classic, bold or dramatic. Plus, it's easy to apply, budge-proof AND waterproof! My technique for the perfect eyeliner is...</p>
<p>Friday, Feb. 21</p>	<p>Take a selfie wearing your favorite shade of <i>Mary Kay</i>® Liquid Eye Shadow. The photo can be full-face or a closeup of your eye.</p>	<p>I'm seeing stars! 🌟 My favorite thing about these new liquid eye shadows is... (how light and seamlessly they apply, how the pigment adds instant intensity, how the doe-foot applicator creates effortless eye looks, etc.)</p>
<p>Saturday, Feb 22</p>	<p>Set all four new shades of the <i>Mary Kay</i>® Gel Semi-Matte Lipstick out on a vanity or countertop. Twist the lipsticks up so you can see the different shades.</p> <p>OR</p> <p>Swatch all four new shades of the <i>Mary Kay</i>® Gel Semi-Matte Lipstick on the back of your hand and snap a photo.</p>	<p>I have a major crush on these new semi-matte lipstick shades! 💋 Do you prefer to go neutral or bold with your lips? I love a bold look... (for date night, when I want to feel confident, etc.)</p>
<p>Monday, Feb. 24</p>	<p>Place your Limited-Edition[†] <i>Mary Kay</i>® Illuminating Bronzers in the Limited-Edition[†] Beauty Unearthed <i>Mary Kay Perfect Palette</i>™. Set the palette on a countertop or vanity and style with a fluffy brush, like the <i>Mary Kay</i>® Cheek Brush.</p>	<p>I like applying this new Limited-edition Illuminating Bronzer with a fluffy brush because it gives me the best finish and doesn't overapply the product. Have you tried using a bronzer? #MKStandout</p>

<p>Wednesday, Feb 26</p>	<p>Draw a line on the back of your hand with the <i>Mary Kay</i>[®] Waterproof Liquid Eyeliner Pen. Film a Boomerang or video of your hand under running water.</p>	<p>When #MaryKay says waterproof, they mean waterproof! But don't worry, one swipe of Mary Kay[®] Oil-Free Eye Makeup Remover takes it right off. #MKStandout</p>
<p>Friday, Feb. 28</p>	<p>Take a photo of your favorite Mary Kay[®] eye cream in the palm of your hand.</p> <p>TIP: Poster board or scrapbook paper can create a neutral background if you need a clean surface.</p>	<p>Give your eyes some love! 😊 I love using this eye cream because...</p>

DID YOU KNOW...

Before and after photos are a great way to show your customers the effectiveness of a product. When taking before and after photos, ensure that you have adequate lighting. Stand in the same place with the same lighting in both the before and the after photo. Do not manipulate the photo to try to convey a false appearance.

MARCH 2020

DATE	PHOTO	CAPTION
Thursday, March 5	<p>Film a Boomerang of yourself dotting your favorite Mary Kay® eye cream under your eye.</p> <p>OR</p> <p>Take a photo while holding your favorite Mary Kay® eye cream near your eye.</p>	<p>EYE love this eye cream! 👁️👁️ (Tell us what you enjoy about this eye cream. Is it the texture, how it hydrates, the results you have seen after using?)</p>
<p>Sunday, March 8</p> <p>International Women's Day</p>	<p>Post a photo of a woman who inspires you and your business. It could be your mother, daughter, a Mary Kay sister or Mary Kay Ash.</p>	<p>Happy #InternationalWomensDay! (Talk about why this woman inspires you or how her encouragement has affected your business.)</p>
Tuesday, March 10	<p>Swatch all four shades of <i>Mary Kay</i>® Liquid Eye Shadow on the back of your hand. Snap a photo or shoot a Boomerang to show off the shimmer.</p>	<p>These new liquid eyeshadows will light up your lids! Which shade is your favorite? (List the shades from left to right.)</p>
Thursday, March 12	<p>Snap a selfie while wearing a Limited-Edition⁺ <i>Mary Kay</i>® Illuminating Bronzer.</p>	<p>No, I didn't just come back from a beach trip! 🏖️ It's my new Limited-Edition <i>Mary Kay</i>® Illuminating Bronzer that's giving me a healthy glow. I'm wearing shade...</p>
Sunday, March 15	<p>Photograph all four <i>Mary Kay</i> <i>Naturally</i>™ products sitting near a sink or on a clean background.</p>	<p>Did you know <i>Mary Kay</i> <i>Naturally</i>™ products are free from parabens, phthalates, synthetic dyes, synthetic fragrances and SLS/SLES? Including naturally derived products is important to me because... (now <i>Mary Kay</i> has something for everyone, they make my skin feel beautiful, etc.)</p>

<p>Tuesday, March 17</p> <p>St. Patrick's Day</p>	<p>Create an eyeshadow look using <i>Mary Kay Chromafusion</i>® in Emerald Noir. Look down or close your eyes and snap a selfie with a closeup focus on your eye look.</p> <p>TIP: For great lighting, stand near a window with natural light.</p>	<p>No pinching me today! 🍀 I'm wearing my lucky Mary Kay Chromafusion® in Emerald Noir for Saint Patrick's Day. (Tell us what other products you used to create this eye look – mascara, eyeliner, etc.)</p>
<p>Wednesday, March 18</p>	<p>Film a Boomerang video using the <i>Skinvigate Sonic</i>™ Skin Care System with your favorite Mary Kay® cleanser.</p>	<p>I'm giving my skin a superior sonic clean! Did you know that this little device can remove four times more dirt, oil, impurities and makeup than hand cleansing? My favorite thing about the <i>Skinvigate Sonic</i>™ Skin Care System is... (the option for three speeds, the optional device heads to target specific needs, that it is waterproof, etc.)</p>
<p>Monday, March 23</p>	<p>Create a time-lapse video of your 5-minute face application process.</p> <p>OR</p> <p>Photograph a few products you use when you have a short time to get ready. Include the new <i>Mary Kay Petite Palette</i>™ for a portable palette on the go.</p>	<p>5-minute face challenge! Sometimes we don't have more than a few minutes to get ready. When I'm in a hurry I use... (tell us about your 5-minute face products)</p>
<p>Friday, March 27</p>	<p>Open your Spring 2020 The Look to page 16-17. Place the skin care product that you have selected on page 17. Snap a photo that shows both the product and the page title, TESTED PRODUCTS. <i>Proven Results</i>.</p>	<p>When #MaryKay makes a claim about our skin care, they back it up with both clinical and consumer testing. One of my favorite Mary Kay® products is the (insert product name).</p> <p>(Visit marykay.com, pick one of your favorite skin care products and include one of the clinical claims that can be found under the Claims and Benefits tab. Be sure to copy the claim exactly word-for-word.)</p>

Monday, March 30	Place the Clear Proof® Acne System on a clean, flat surface. TIP: Try snapping photos from a few different angles before selecting your favorite.	Clear the way! The Clear Proof® Acne System uses salicylic acid to help clear up existing blemishes and help prevent future breakouts too. Are you ready for clearer skin? #MKStandout
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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. If you follow the prompts written in this Playbook, they should create informational messages.

EXAMPLE: "I love the new *Mary Kay*® Liquid Eyeliner Pen!"

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*® Liquid Eyeliner Pen! Book an appointment with me to check it out!"

APRIL 2020

DATE	PHOTO	CAPTION
Friday, April 3	Apply the <i>Mary Kay</i> ® Waterproof Liquid Eyeliner Pen.	Waterproof, budgeproof and fearproof. My new <i>Mary Kay</i> ® Waterproof Liquid Eyeliner Pen makes me feel... (confident, polished, bold, etc.)
Tuesday, April 7	Place your <i>Skinvigorate Sonic</i> ™ Skin Care System next to your favorite <i>Mary Kay</i> ® cleanser. Style with a fluffy towel, flowers or faux greenery.	The best dynamic duo. 🧴 (Tell us how often you use the <i>Skinvigorate Sonic</i> ™ Skin Care System. Why do you like using it with this cleanser? How does your skin feel afterwards?)
Thursday, April 9	Shake a full bottle of <i>Mary Kay</i> ® Oil-Free Eye Makeup Remover to swirl the product. Shoot a Boomerang video or short 10-second video of the product settling.	Shake up your makeup removal! This #MaryKay best seller is one of my favorites because... (it removes waterproof mascara, it is suitable for sensitive skin, it does not leave skin feeling greasy, etc.)
Monday, April 13	Take a closeup shot of the <i>Mary Kay Naturally</i> ™ Exfoliating Powder.	This exfoliating powder is amazing! Did you know that exfoliating can help unclog pores, which can help pores appear smaller? #MKStandout
Wednesday, April 15	Take four selfies wearing each of the four new <i>Mary Kay</i> ® Gel Semi-Matte Lipsticks in shades Red Stiletto, Trademark Pink, Berry Famous and Blush Velvet. Create a carousel or photo collage.	Here is proof that anyone can wear all of these new semi-matte lipstick shades! I think my favorite shade is (insert shade name). Which do you like best? #MKStandout
Friday, April 16	Pop your favorite <i>Mary Kay Chromafusion</i> ® Eye Shadow shades in the new unfilled <i>Mary Kay Petite Palette</i> ™ and set it next to the <i>Mary Kay</i> ® Eye Primer. You could also include a few of your favorite eyeshadow brushes, then snap a picture.	Give you eyeshadow staying power! I like to apply the <i>Mary Kay</i> ® Eye Primer to my eyelid before applying my favorite eyeshadow. Today I am wearing... (insert shade names and how you apply them).

<p>Saturday, April 18</p>	<p>Photograph your <i>TimeWise Repair</i>[®] <i>Volu-Firm</i>[®] Set sitting next to a clock or watch.</p> <p>OR</p> <p>Hold your favorite <i>TimeWise Repair</i>[®] product in your hand while wearing a watch. Snap a picture.</p>	<p>It's never too late to rescue your skin from the damage of the past. (Talk about what improvements you have seen in your skin while using <i>TimeWise Repair</i>[®] products or why using products that fight the signs of skin aging is important to you.)</p>
<p>Monday, April 27</p>	<p>Style a morning scene with your <i>Mary Kay</i>[®] Hydrogel Eye Patches. You could include a newspaper, a cup of coffee or a sleep mask.</p>	<p>Wake up! It's Monday! (Tell us what you do to wake up. Do you apply cooling <i>Mary Kay</i>[®] Hydrogel Eye Patches, take a hot bath or drink a cup of coffee?)</p>
<p>Wednesday, April 29</p>	<p>While wearing makeup, remove one eye with <i>Mary Kay</i>[®] Oil-Free Eye Makeup Remover. Leave one eye intact. You could also hold the cotton pad used to remove your eye makeup to camera while you snap a photo.</p>	<p>Wow! That's a great eye makeup remover! No wonder it's a <i>Mary Kay</i>[®] best seller! #MKStandout</p>
<p>Thursday, April 30</p>	<p>Practice your wrapping skills. Wrap a White Tea & Citrus <i>Satin Hands</i>[®] Pampering Set to match the theme of your chosen gifting occasion. You could use ribbon, cellophane, flowers, balloons or any other items you may have on-hand.</p>	<p>'Tis the season! This pampering set makes the best (graduation, Mother's Day, birthday or teacher's) gift! 📦 I always keep a few wrapped and ready to gift in case of emergency! #MKStandout</p>