

MARY KAY®

# APRIL 2022 SOCIAL MEDIA PLAYBOOK

## #MKYourPower

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Monday, April 4	Limited-Edition† Mary Kay® Hand Cream Minis	Snap a photo of what's in your purse with one or two of the Hand Cream Minis.	What's in my bag? 🛍️ Hydrating hand cream! #MKYourPower  <b>Personalize your post by answering the questions below!</b>  <i>When do you like to pause and pamper throughout your day? How does your skin feel after using the hand cream? Which scent do you like best? Describe the notes.</i>
Wednesday, April 6	Mary Kay® Oil- Free Hydrating Gel	Visit the <a href="#">Skin Care Topic</a> in the Mary Kay® Digital Library powered by Hootsuite Amplify to download, share or schedule your image!	I just can't get enough of this hydration hero! 😊 #MKYourPower  <b>Personalize your post by answering the questions below!</b>  <i>How has this product helped you balance your skin's moisture? Call out one or two of the key ingredients. When do you apply it during your skin care routine? How quickly does it absorb?</i>

## #MyMKLife Social Media Challenge

REMEMBER, you can still participate in the #MyMKLife Social Media Challenge until June 30! To participate, share how your Mary Kay business fits in your life on social media. Need inspo? We've got you covered with [How to Create #MyMKLife Social Media Posts](#). Share with us how the Mary Kay opportunity offered you your "perfect fit." Be sure to use hashtag #MyMKLife and tag @MaryKayUS for your chance to be featured on the Mary Kay U.S. Facebook page and Instagram!

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Sunday, April 10</p>	<p>Limited-Edition+ <i>Mary Kay</i><sup>®</sup> Pedicure Set</p>	<p>Take a photo of the pedicure set styled next to your self-pampering <i>Mary Kay</i><sup>®</sup> products.</p>	<p>I found the ultimate retreat for my feet! 🌊 This pedicure set is the perfect addition to my at-home spa day. #MKYourPower</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>Share how to use this set (list the three steps). How do your feet feel afterward? Describe the White Tea &amp; Citrus scent. Which other <i>Mary Kay</i><sup>®</sup> products do you use to pamper yourself?</i></p>
<p>Tuesday, April 12</p>		<p>Visit the <a href="#">Tech Tools Topic</a> in the <i>Mary Kay</i><sup>®</sup> Digital Library powered by Hootsuite Amplify to download, share or schedule your image of the <i>Mary Kay</i><sup>®</sup> App!</p>	<p>Are you applying your skin care products in the right order? 😬 Take the guesswork out with the <i>Mary Kay</i><sup>®</sup> App! #MKYourPower</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>How has the app's order of application feature helped you elevate your skin care routine? Who would benefit from this useful feature? Which <i>Mary Kay</i><sup>®</sup> products do you use in your daily routine? List the order you apply them.</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Thursday, April 14</p>	<p>Mary Kay® Supreme Hydrating Lipstick</p>	<p>Take a short video or Instagram Reel of yourself trying on each shade.</p> <p>Learn how to create an Instagram Reel <a href="#">here</a>.</p>	<p>With shades that feel as good as they look, it's hard to choose a favorite! 😊 #MKYourPower</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>Call out the shades you tried on. When would you wear each one (virtual party, day out and about, date night, etc.)? Describe how the conditioning formula feels on your lips. Who do you think would love these lipsticks?</i></p>
<p>Sunday, April 17</p> <p>Easter Sunday</p>		<p>Take a photo or video showing how you are celebrating the holiday.</p>	<p>I'm so egg-cited about #Easter! 🥚 #MKYourPower</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>How are you celebrating today? Are you spending it with family or friends? Do you have any traditions? Are you creating an Easter bundle for your customers? If yes, share the details.</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, April 20</p>		<p>Snap a photo of yourself and your <i>Mary Kay</i>® Starter Kit, OR share a photo from the first year of running your Mary Kay business.</p>	<p>Everyone starts somewhere! 🚩 I found the flexible startup option that fits my life. #MyMKLife #MKYourPower</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>How long ago did you start your Mary Kay business? Share a few lessons you've learned and experiences you've had. How did your life change once you started your own business? What do you like most about being a small-business owner?</i></p>
<p>Friday, April 22</p> <p>Earth Day</p>		<p>Snap a photo of how you're celebrating Earth Day. Are you including reusable bags for your customers' orders? Or are you only using your reusable water bottle for the week?</p>	<p>Going green is the new pink! 🌍 Here's how I'm celebrating #EarthDay! #MKYourPower</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>Describe what you're doing in the photo. How does this help the earth? Are there any other changes you're making in your daily life and routine? Or in your Mary Kay business? What are some ways you can encourage your customers to honor the holiday?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Wednesday, April 27	Mary Kay® Skin Care Regimen	Snap a photo of a Mary Kay® skin care regimen styled next to the packaging you use to deliver products to your customers. This can be a gift bag with pink tissue paper.	<p>I love being able to share the gift of beautiful skin with others! 🎁 #MKYourPower</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>Which skin care regimen did you choose? Is this one of your best-sellers? Call out its included products and one or two of their benefits. Who would this set make a great gift for?</i></p>
Saturday, April 30	Your choice of Mary Kay® foundation, mascara, eyeliner, lip gloss, lipstick, Mary Kay Chromafusion® Eye Shadow, Blush or Contour.	<p>Create an Instagram Reel or video of yourself creating your go-to daytime look.</p> <p>Learn how to create an Instagram Reel <a href="#">here</a>.</p>	<p>Here's how I create my go-to daytime look. 🌞 #MKYourPower</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>When do you like to wear this makeup look? How long does it take you to create it? What level of expertise would you say it is (beginner, intermediate, expert)? Which Mary Kay® products did you use? Be sure to call out the shade names.</i></p>

†Available while supplies last

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# GET READY FOR MAY!

Jump-start your social media planning for next month by adding these posts to your calendar!

## MARY KAY® MAY 2022 SOCIAL MEDIA PLAYBOOK #MKBeautifulMoments

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Wednesday, May 4	Mary Kay® Micellar Water  Mary Kay® Skin Care Regimen	Snap a photo of the Micellar Water styled next to your Mary Kay® skin care regimen.	I don't know about you, but I double cleanse for the win! 🙌 #MKBeautifulMoments  <b>Personalize your post by answering the questions below!</b>  <i>When do you typically double cleanse your skin (after a long day or night out, etc.)? How does your skin feel after the two-step routine? Which Mary Kay® cleanser do you use after the Micellar Water? What skin type do you have?</i>
Saturday, May 7		Snap a candid selfie wearing your favorite Mary Kay® lipstick or lip gloss.	There's power in the perfect lip color! 🍷 #MyMKLife #MKBeautifulMoments  <b>Personalize your post by answering the questions below!</b>  <i>How do you feel while wearing this lip color? Confident? Empowered? Beautiful? Share how Mary Kay helps you be who you want to be. What are some ways you can help others feel the same way about themselves?</i>