

MARY KAY

MAXIMIZING PEAK TIMES OF THE YEAR ON SOCIAL

Whether it is the holiday season, Mother's Day weekend or simply an eventful month. Here are six steps to plan for peak times of the year to help you stay consistent and connected!



DOWNLOAD THE SOCIAL MEDIA PLAYBOOK

The Social Media Playbook has Company-created social posts ready for you to personalize and publish to your social accounts. This is perfect for supplementing content that you create on your own!

Pro Tip: Add a link to your personal website for easy shopping.



PLAN ADDITIONAL CONTENT

Take 10 minutes to plan the social posts you'd like to add to complement posts from the Playbook. These could be posts regarding a promotion you're running, a party you're hosting or family pictures you'd like to share. Consider mentioning specific holidays two to three weeks in advance so your customers can shop with you with time to spare.

Pro Tip: Think about changing your Facebook banner or profile picture regularly to keep things looking fresh.



TAKE ONE HOUR TO CAPTURE YOUR PHOTOS AND VIDEOS

Planning one hour to shoot images of products from the Playbook and your additional planned posts is a great time saver! Make sure to have all of the props you'd like to include like holiday decor, flowers or a clean vanity. Take this hour to also create your captions and edit your videos.

Learn tips tricks in this short tutorial on how to create Instagram Reels.



SCHEDULE COMPANY-CREATED POSTS USING THE MARY KAY® DIGITAL LIBRARY

If you're short on time, visit the Mary Kay® Digital Library powered by Hootsuite Amplify for additional Company-created images and videos that are ready to be shared to your social accounts or scheduled for a later date! All you need to do is add your personal touch like your personal website. Please note that videos can only be shared to a Facebook Business page or downloaded to your computer or mobile device.

Once you have selected which Company-created posts you'd like to use, schedule them for a later date.

Pro Tip: Use the scheduling feature for the days that you know you have limited time to post!

Follow this step-by-step tutorial on how to schedule a social post using the Digital Library!



SET REMINDERS ON YOUR MOBILE DEVICE TO POST ORGANICALLY

For posts you have created using the Playbook or on your own, set a reminder on your phone to be notified when it's time to post.

Learn more on how to share a social post on the Digital Library in this tutorial.



BE A VALUABLE RESOURCE FOR CUSTOMERS

Promote small giftables around the holidays, show cute ways that things can be wrapped or show customer appreciation with a gift or sample with a purchase. Be sure to keep your customers engaged by including questions in your posts like "What's on your holiday wish list?" or "Who are you shopping for?" so you can connect with those who are looking to shop.

FOR MORE SOCIAL MEDIA TIPS AND TRICKS VISIT SOCIAL MEDIA CENTRAL ON MARY KAY® INTOUCH.

MARY KAY INTOUCH® > RESOURCES > DIGITAL ZONE > SOCIAL MEDIA CENTRAL