

MARY KAY®

# DIGITAL PARTY SOCIAL MEDIA PLAYBOOK

This Digital Party Social Media Playbook is a template that you can use over and over again to promote upcoming digital parties. Whether you are hosting a party in a Facebook group, on Facebook Live or through a Zoom call, you and your party hostess can use these prompts to build excitement and create buzz on social media.

To learn how to create a digital party, visit the [Digital Business Basics](#) page on *Mary Kay InTouch*® to review the Digital Party Tool Kit.

Sending samples to your guests prior to a digital party is not required. Simply have products ready to show on camera or demonstrate the products on yourself.

If your party is fewer than 7 days away, you can condense this calendar and post 2 or 3 times per day. We do not recommend posting more than a few times per day, as you may begin to overwhelm your party guests.

## POSTS FOR YOUR FACEBOOK GROUPS OR FACEBOOK BUSINESS PAGE

An important note: The prompts in this playbook are meant to be posted within a **Facebook group** or on your **Facebook Business Page**. These posts are not meant to be posted on your *personal* Facebook page. To learn more about commercial and informational messages and where they should be posted, review the Social Media Guidelines section of [Social Media Central](#) on *Mary Kay InTouch*®.

WHEN	PHOTO / VIDEO OPTIONS	CAPTION
7 Days Before Party	<p>Film a Boomerang video of yourself waving to camera. Show off your biggest, most welcoming smile!</p> <p>Post a professional headshot of yourself wearing your <i>Mary Kay</i>® career apparel.</p>	<p>Welcome to (@ your hostess's name)'s <i>Mary Kay</i>® party!</p> <p><i>(Introduce yourself to your new guests. Where are you from? How did you meet the party hostess? How long have you been a <i>Mary Kay</i> Independent Beauty Consultant? What was the first product that got you hooked on <i>Mary Kay</i> and why?</i></p> <p><i>List all of the digital party details: the date, time, how to join and any other important details.)</i></p> <p>Let's start a roll call in the comments below! 🙋 How did you meet our party hostess, and how long have you known each other?</p> <p><i>(You could choose to give a prize to the participant who has known your hostess the longest.)</i></p>

# TIP!

Remember three things in each post:

1) Tagging – Consider tagging your party hostess in every post. By doing this, Facebook is more likely to show your posts to the hostess’s friends and potential party guests. To tag your hostess within your caption, type the @ followed by your hostess’s name. If the two of you are already Facebook friends, her name should appear after typing a few letters. You can also tag her by selecting the “Tag Friends” option that appears when creating a new post.

2) Engaging – Try including a call to engage in each post leading up to the party. You can ask partygoers to answer a question in the comments, respond to a post with a “heart” or a “like” or participate in a poll. When posts receive engagement, your future posts are more likely to appear in your attendees’ Facebook feeds.

3) Ordering – Remind party guests in every post how to place an order with you. If you have a *Mary Kay*® Personal Web Site, you can include a link at the end of each post. It may be helpful to ask guests to direct message you with their party hostess’s name once their order has been placed. This ensures that the hostess is receiving credit for online orders. If you prefer to take orders another way (via direct message or phone), include that information in each post.

WHEN	PHOTO / VIDEO OPTIONS	CAPTION
6 Days Before Party	<p>Hold your favorite <i>Mary Kay</i>® lipstick in your left hand, and snap a photo.</p> <p>Post a vintage photo of <i>Mary Kay</i> Ash or your favorite <i>Mary Kay</i> quote. Find great, ready-to-download images under <a href="#">Digital Assets</a> on <i>Mary Kay InTouch</i>®.</p>	<p>Time for some <i>Mary Kay</i> trivia! 🎲</p> <p><i>(A few trivia options:</i></p> <ul style="list-style-type: none"> <li>• <i>What year did Mary Kay debut our first lipstick? (A: 1988)</i></li> <li>• <i>What year was Mary Kay founded? (A: 1963)</i></li> <li>• <i>How many products did Mary Kay debut in 1963? (A: 9)</i></li> <li>• <i>What year was the iconic TimeWise® Miracle Set® introduced? (A: 2000)</i></li> </ul> <p><i>You could choose to give a prize to the participant who guesses the correct answer first or has the closest guess.)</i></p> <p>Post your best guess in the comments!</p>
5 Days Before Party	<p>Place the products from your nighttime skin care routine on your bathroom countertop. It may help to line up your products in the order that you use them from left to right.</p>	<p>The best part of <i>Mary Kay</i>® skin care is that it is customizable to fit anyone’s skin.</p> <p><i>(List your nighttime skin care routine. Which products do you use daily? Which products do you use to supplement a few times per week?)</i></p> <p>What is your biggest skin concern? React to this post with your answer:</p> <ul style="list-style-type: none"> <li>❤️ Aging</li> <li>👍 Blemishes</li> <li>😬 Dryness</li> <li>😓 Oily Skin</li> <li>😞 Sensitive Skin</li> </ul>

WHEN	PHOTO / VIDEO OPTIONS	CAPTION
		<p><i>(Once a partygoer submits a reaction to the post, you can respond with a comment suggesting a few products that may meet her custom needs.</i></p> <p><i>Example: Hi, @name! I see you gave this post a 👍. For blemish- or acne-prone skin, I recommend trying the Clear Proof® Acne System.)</i></p>
<p>4 Days Before Party</p>	<p>Post a photo of a meaningful Mary Kay moment in your life. It could be the day you received your Starter Kit, a prize that you earned, an occasion that you celebrated with loved ones or a photo from a prior event.</p>	<p>Have you ever wondered what it is like to be a Mary Kay Independent Beauty Consultant? Some of my favorite perks are ...</p> <p><i>(List your favorite things about being a Mary Kay Independent Beauty Consultant. Example: I get to work my business the way I want. I love the sisterhood that my team provides. I enjoy the recognition I receive when I reach my goals.</i></p> <p><i>Be cautious to <b>not</b> disclose any earnings claims or exaggerate awards earned.)</i></p> <p>Would you like to know more about becoming a Mary Kay Independent Beauty Consultant? Post one of these emojis in the comments:</p> <p>🎀 Sign me up!  🌸 Tell me more.  ❤️ I have questions.  🙅 It's not for me.</p>
<p>3 Days Before Party</p>	<p>Visit the <a href="https://www.marykayus.com">MaryKayUS Facebook</a> page. Select "Videos" from the left-hand navigation. Find a video that you think your partygoers will enjoy. Click the "Share" button, then select "Share in a Group" (or "Share to a Page" if you are hosting a party on your Facebook Business Page). Begin typing your "Group Name" until it populates.</p> <p>You can also copy the URL from your selected Facebook video and paste it into your group. The video should automatically appear.</p>	<p><i>(What can your party attendees learn from this video? What products are featured in the video? Is there anything about the product(s) featured in the video that you'd like your partygoers to know?)</i></p> <p>Have you started making your Mary Kay wish list yet? Which products would you like to know more about?</p>

# TIP!

Scheduling your posts ahead of time in your Facebook group or Facebook Business Page is an efficient, productive way to stay active before your digital party. After crafting your message, click on the clock icon next to the blue “Post” button. Select the date and time that you would like the post to go live, then click “Schedule.” You should see “Scheduled Post” near the top of your page. Click “See Post” to view your upcoming scheduled posts. Click the three dots to the right of the post to edit, delete or reschedule. Taking a few minutes to plan and schedule your posts can save a lot of time.

WHEN	PHOTO / VIDEO OPTIONS	CAPTION
<p>2 Days Before Party</p>	<p>Select your single favorite <i>Mary Kay</i>® makeup product. Hold the product near your face, and snap a selfie.</p> <p>Lay a few of your favorite makeup products on a flat surface. You could style the photo with a makeup bag or a few makeup brushes. Make sure that the products have been wiped clean. Hold your phone 6–12 inches above the flat lay, and take a photo.</p>	<p>These are a few of my favorite things! 🛍️ My <i>Mary Kay</i>® holy grail product is ...</p> <p><i>(Tell us about your favorite Mary Kay® makeup product(s). What shade do you wear? How do you switch up your makeup routine to go from every day to special occasions?)</i></p> <p>Let’s go on a birthday shopping spree! 🎂 Your birth date is the amount that you have to spend. For example, my birthday is <i>May 15 (5/15)</i>, so I have \$515. How much do you have to spend, and what <i>Mary Kay</i>® products are you buying?</p> <p><i>(Fill in the prompt with your own birthday. This is an opportunity to record the birth dates of your partygoers. You can contact them close to their birthdays to offer a special gift or ask if they have anything on their wish lists. You could also choose to give a prize to the participant whose birthday is the closest to your party date.)</i></p>
<p>1 Day Before Party</p>	<p>Create a Facebook poll. In the space where you would normally post, find the “Poll” option. Select and add your question.</p> <p>Add 3–5 options for guests to choose from. Near the bottom left corner, you will see “Poll Options.” Here, you can allow users to add additional answers to your poll. We recommend turning this feature off. You can also allow users to choose multiple options. It is up to you if you would like to leave this feature turned on.</p>	<p>What kind of beauty products are you most interested in?</p> <p><i>(Your options could be general, such as:</i></p> <ul style="list-style-type: none"> <li>• <i>Skin care</i></li> <li>• <i>Makeup</i></li> <li>• <i>Body care</i></li> </ul> <p><i>Or specific, such as:</i></p> <ul style="list-style-type: none"> <li>• <i>Anti-aging skin care</i></li> <li>• <i>Lip products</i></li> <li>• <i>Acne-fighting skin care</i></li> </ul> <p><i>You can use the responses from this poll to customize your upcoming digital party. If your guests show interest in a specific product, be sure to feature it during the party and mention the guests by name.)</i></p>

WHEN	PHOTO / VIDEO OPTIONS	CAPTION
Day of Party	<p>Share a GIF! After clicking to write a post, you should see the GIF option. Use the search box to type in a word, and select a reactionary GIF that fits with your post. Try searching for terms like celebrate, excited or shopping.</p> <p>If you are having trouble finding the perfect photo for any other posts, GIFs is a fun feature to grab guests' attention.</p>	<p>Hey party people! 🎉 It's the big day!</p> <p><i>(Remind your guests of the digital party details. Include the date, time, how to join and any other important details. If you have a Mary Kay® Personal Web Site, be sure to include a link for ordering.)</i></p> <p>Drop your favorite emoji in the comments if you are attending! ❤️ 😊</p>
Day of Party	<p>Take a photo or a Boomerang video of your digital party set up. Give attendees a sneak peek at the products you will display during the party.</p>	<p>Reminder! (@ your hostess's name)'s Mary Kay® party is starting in X minutes!</p> <p><i>(Try posting this reminder 15–30 minutes before the digital party begins. Remind your guests again of any details and how to join the digital party. If you are giving away prizes or raffling off samples for those who attend, add a teaser that could entice someone to attend.)</i></p>

## TIP!

Remember to check your direct messages regularly! Party guests may want to contact you privately. On a computer, you can check your recent messages by selecting the blue speech bubble in the top right corner. You should also check "Message Requests." Facebook may identify messages from those who you are not Facebook friends with and sort them into this separate folder. On the Messenger app, click the circle in the top left corner, then select "Message Requests" to view this folder.

WHEN	PHOTO / VIDEO OPTIONS	CAPTION
Just After Party	<p>On a flat solid surface with a plain background, scatter a few of the products that were featured in your digital party demonstration. Decorate the products with confetti, party hats, streamers or other party accessories. Hold your camera 6–12 inches above the products, and capture a photo.</p>	<p>Thank you so much for attending (@ your hostess's name)'s Mary Kay® party! I had so much fun, and I hope you did too!</p> <p><i>(Remind guests how they can order with you – either through your Personal Web Site or by contacting you directly. Give your preferred method of contact.</i></p> <p><i>Consider offering a free sample to anyone who places an order within 24 hours of the party.)</i></p> <p>If you have already placed an order, drop a 🙏 below and tell us what product you are most looking forward to receiving.</p>

# TIP!

During your digital party, you can ask guests for their preferred method of follow-up and ask them to post in the comments. Some partygoers may prefer a direct message on Facebook while others may prefer a call, text or email. If you choose to direct message party attendees (or those who may have missed the party), include the guest and the hostess in the message. Without including the hostess, your message may be filtered into spam or the “Message Requests” folder, where your guest may not see it right away.

WHEN	PHOTO / VIDEO OPTIONS	CAPTION
A Few Days After Party	Find a pink party gift bag, stuff the bag with tissue paper and decorate with ribbons or bows. Place a few skin care products in front of the bag. Snap a photo so that the skin care products are the focus of the photo, and the gift bag is in the background.	Last call! 🕒 The clock is ticking, and (@ your hostess’s name)’s Mary Kay® party is ending soon. Be sure to place your order ASAP.  <i>(Give party guests a deadline to order as a part of your hostess’s party. Remind guests how they can order with you – either through your Personal Web Site or by contacting you directly. Give your preferred method of contact.)</i>

# POSTS FOR YOUR PARTY HOSTESS

You can provide the prompts below for your party hostess to post on social media. Take time to walk her through each of these posts and their steps. Fill out important party details for her, like if the party is being hosted in a Facebook group or via a Zoom link.

Keep your hostess involved and posting regularly about your digital party. She is the key to creating excitement among her potential party guests.

DATE	WHERE SHE SHOULD POST	PHOTO / VIDEO	CAPTION
7 Days Before Party	<ul style="list-style-type: none"> <li>Personal Facebook page</li> </ul>	Take a photo of your favorite <i>Mary Kay</i> <sup>®</sup> skin care product.	<p>Want to learn about skin care from the comfort of your own home? I'm hosting a digital party with Mary Kay, and I'd love for you to join!</p> <p><i>(List all of the digital party details: the date, time, how to join and any other important details.)</i></p> <p>Post a comment below if you would like to attend!</p>

## TIP!

Your hostess may not feel comfortable taking photos or posting on social media. She may prefer that you provide the photos that she should post. Find sharable images in [Digital Assets](#) on *Mary Kay InTouch*<sup>®</sup>, or offer her photos that you have taken.

DATE	WHERE SHE SHOULD POST	PHOTO / VIDEO	CAPTION
Day of Party	<ul style="list-style-type: none"> <li>Personal Facebook page</li> <li>In the Facebook Group / Business Page</li> <li>Or both</li> </ul>	Take a photo of your favorite <i>Mary Kay</i> <sup>®</sup> makeup product.	<p>It's Mary Kay<sup>®</sup> party day! My favorite Mary Kay<sup>®</sup> makeup product is ...</p> <p><i>(Name your favorite product. What do you love about it? What is one new Mary Kay<sup>®</sup> product that you would like to try?)</i></p> <p><i>Remind your guests when the party starts, how they can join the party and about any other important details.)</i></p> <p>I hope you will be there!</p>

DATE	WHERE SHE SHOULD POST	PHOTO / VIDEO	CAPTION
Day of Party	<ul style="list-style-type: none"> <li>• Personal Facebook page</li> <li>• In the Facebook Group / Business Page</li> <li>• Or both</li> </ul>	While watching your digital party, snap a selfie with a big smile. If you are watching on a computer, try to capture the party happening on-screen in the background.	Thank you to everyone who joined my Mary Kay® party! It's not too late to place an order if you'd like to join the fun! Leave a comment below for more information.
When Someone From the Party Places an Order	<ul style="list-style-type: none"> <li>• In the Facebook Group / Business Page</li> </ul>	Share a celebratory GIF. After clicking to write a post, you will see the GIF option. Use the search box to type in a word, and select a reactionary GIF. Try searching for terms like thank you, happy or dance.	Thank you for your order, <i>@name!</i>