

MARY KAY

SOCIAL MEDIA CHECK LIST



SET UP

FOLLOW

FOLLOW MARY KAY U.S. ON ALL SOCIAL MEDIA CHANNELS.

Feel free to share any posts from the Company to your own social media channels.



MaryKay



marykay



MaryKay



marykayus



marykayus

JOIN

JOIN THE MY MARY KAY CLOSED FACEBOOK GROUP FOR CONSULTANTS.



mymarykayofficial

This is a private group exclusively for U.S. consultants where the Company can share education, motivation and inspiration. Because this group is only for consultants, the posts from the group cannot be shared to your social media channels or with customers. When you request to join the group, be sure to include your full name and consultant ID. It may take up to 3-business days to be approved.

FOLLOW THE MY MARY KAY INSTAGRAM.



mymarykay

These posts are for consultants, but they can be shared with your customers. Follow along to learn more about product benefits, live updates from Mary Kay events and reposts from Mary Kay consultants, just like you!

READ

TAKE TIME TO READ THE [SOCIAL MEDIA GUIDELINES](#).

A FEW KEY THINGS TO REMEMBER:

Your **PERSONAL** social media accounts should not include any derivative of “Mary Kay” in the title of your page.

- **DO:** Jane Smith; @janesmith; @janelovesmakeup
- **DON'T:** Jane Smith Mary Kay; @janesmithMK

Your **BUSINESS** social media accounts must follow the naming conventions outlined in section 2.

- **DO:** Jane Smith, Mary Kay Independent Beauty Consultant; @jsmithMK; @janesmithMKIBC
- **DON'T:** Jane Smith, Your Mary Kay Consultant; @janelovesmarykay

Understand the difference between an **INFORMATIONAL** and a **COMMERCIAL** message.

- **“I love this lipstick!”** – Informational, can be posted on a personal or business account
- **“Get this lipstick for only \$18!”** – Commercial, can ONLY be posted on a business account

CREATE

CREATE NEW SOCIAL MEDIA ACCOUNTS FOR YOUR BUSINESS.

Be sure to follow the naming conventions outlined in the Social Media Guidelines. You may choose to create some or all of these accounts, it is up to you.



FACEBOOK BUSINESS PAGE

A Facebook Business Page allows anyone to follow your business without your approval. These pages are public and easy to find.



FACEBOOK GROUP - CLOSED

A Closed Facebook Group allows you to invite users to join your group or users can request to join. You must approve these requests before users can see your posts within the group. Your group can be found via search within Facebook.

We do not recommend creating a Private Facebook Group. Private groups cannot be found via search, and users can only join a private group if they are invited.



INSTAGRAM BUSINESS PAGE

An Instagram Business Page looks nearly identical to a personal Instagram page. However, classifying your page as a "Business" is critical to follow Instagram's guidelines for posting commercial messages. If you would like to convert your personal Instagram account into a business account, go to **Settings > Account > Switch to Business Account**.

PERSONALIZE YOUR NEW BUSINESS PAGES.

Upload a cover photo to Facebook.

- Download Company-approved cover photos from:
InTouch > Resources > Digital Assets > Facebook Cover Photos

Add a description. Mention Mary Kay's 100% satisfaction guarantee and tell users a little bit about yourself and your business.

- EXAMPLE
Welcome to Jane Smith's Mary Kay Business Page! I am a working mom from Dallas, Texas who loves all things Mary Kay. I would love to help you find a skin care routine that is just right for you. Contact me to book a virtual skin care party or to purchase your favorite Mary Kay products. Mary Kay offers a 100% satisfaction guarantee on all products.

Include a link to your Mary Kay personal website (if you have one).



GETTING STARTED

ANNOUNCE

NOW YOU ARE READY TO ANNOUNCE YOUR BUSINESS ON SOCIAL MEDIA.

Take a selfie to share, or visit InTouch to find images that will help announce the start of your business under [DIGITAL ASSETS](#).

INTOUCH > RESOURCES > DIGITAL ASSETS > NEW CONSULTANT TOOLS

CONSIDER USING CAPTIONS LIKE THIS TO GET STARTED.

PERSONAL PAGE

• I am so excited to announce that I have started my own Mary Kay business!

(Consider telling us why you chose Mary Kay, which products you love or what you are most looking forward to with your new business.) ***Follow along on my new business page for all things beauty and skin care!*** (Tag or link to your new business page(s). If you choose to create a Private Group, mention here that users can contact you to be added to the group.)

BUSINESS PAGE

- **Welcome to my Mary Kay business! Thank you for joining me.** (Consider telling us why you chose Mary Kay, which products you love or what you are most looking forward to with your new business.) ***I'm looking forward to helping you find the very best skin care and beauty products for you! Contact me to set up a digital party or to shop for Mary Kay products.*** (If you have a Mary Kay personal website, link that here. If not, consider adding a link to the eCatalog on marykay.com)

INVITE

INVITE YOUR FRIENDS, FAMILY AND POTENTIAL CUSTOMERS TO JOIN OR FOLLOW YOUR NEW BUSINESS ACCOUNT.

On the right side of your Facebook Business Page or Group, you should see the option to Invite Members. You can only send an invitation to users that have friended your personal page on Facebook.

LIVE EVENT

CONSIDER HOSTING A FACEBOOK OR INSTAGRAM LIVE EVENT TO KICK OFF YOUR BUSINESS

once you have new followers joining your new business account. A Live Event does not require a hostess. It is a way to connect with your followers and customers.

If you are using a Facebook Business Page or Facebook Group, you can create an Event invitation to invite your followers to join you at a specific time for the Live Event. You could also create a post with a caption like:

- ***"I am kicking off my Mary Kay business with a Live Event! Join me here at [time] on [date] to learn all about my favorite Mary Kay products and why I wanted to start my own Mary Kay business."***

FIND A [STEP-BY-STEP GUIDE](#) TO HOSTING A LIVE EVENT OR DIGITAL PARTY ON INTOUCH.

InTouch > Education > Digital Business Basics > Digital Party Toolkit

KEEP THE MOMENTUM GOING

RESOURCES

MARY KAY PROVIDES MANY RESOURCES TO KEEP YOUR BUSINESS GOING ON SOCIAL MEDIA.

- **SOCIAL MEDIA PLAYBOOKS**
Includes photo and caption prompts to spark creativity
[InTouch > Products > Product Central > Supporting Materials](#)
- **DIGITAL POSTS**
Ready-to-download photos and captions
[InTouch > Products > Product Central > Digital Posts](#)
- **DIGITAL ASSETS**
Company-approved images that you can download and post
[InTouch > Resources > Digital Assets](#)

EDUCATION

CHECK OUT [ADDITIONAL TIPS AND TOOLS](#) FOR RUNNING YOUR BUSINESS ON SOCIAL MEDIA ON INTOUCH.

Find more social education here: [InTouch > Resources > Digital Zone > Social Media for your Mary Kay Business](#)

FIND CUSTOMERS

HOW TO FIND CUSTOMERS AND KEEP THEM

Engaging on social media is just as important as posting. Establish yourself as an expert in beauty and interact with your followers to stay connected.

- **Like and reply** to comments on your posts
- **Like and comment** on your followers' posts
- **Follow people** in your area who may be interested in your business (Look at the friends list of your friends. Or search for users that are tagging locations near you, like coffee shops or local businesses.)

TEAM BUILDING

TEAM BUILDING IS AN IMPORTANT PART OF YOUR MARY KAY BUSINESS.

Posting about your love for Mary Kay products and the love for your Mary Kay business is the best way to build enthusiasm and interest in joining your team.

Never share earnings information, truthful or not, on your social media pages.

If you want to post a more direct message about joining your team, consider something like this.

Note that this is a commercial message that can only be posted on a business account.

- ***"#MyMKLife is the best life! Want to earn 50% commission, have a flexible schedule and earn unbelievable recognition while introducing your friends to your favorite skin care products? Contact me to learn more about starting your own Mary Kay business!"***

TIPS & TRICKS

TRY PRACTICING THESE TIPS AND TRICKS FOR THE BEST PHOTOS AND CAPTIONS.

NATURAL LIGHTING

Stand near a window or open door for the best lighting. Selfies, product shots or videos look best in soft sunlight with no harsh shadows.

STYLING

Try styling your product photos with things you have at home. Working with items from your home like a fluffy towel, cotton swabs or a vase of flowers makes your images feel more personal. Poster board, scrapbook paper or wrapping paper all make for a stylish backdrop. Avoid distracting patterns or busy backgrounds for a simpler look.

ANGLES

Snap photos from multiple angles until you find just the right one.

CAPTIONS

Test posting a longer caption with lots of product details or a story. Also try posting a super short caption with just a few words. Variety will help keep your followers interested in your posts.

POSTING

POSTS TO TRY

BEFORE AND AFTERS

Before and after photos help show your customers the power of Mary Kay products. You can do a quick before and after using a makeup product. Or try showing the results of using a specific skin care product or routine after 30 or 60 days. In either case, be sure that both your before and after photos are taken in the same place with the same lighting. Do not manipulate your photos with a filter or editing.

LIVE VIDEO

Host a virtual party on your Facebook group or business page. Find step-by-step instructions on hosting a digital party under [DIGITAL BUSINESS BASICS](#).

InTouch > Education > Digital Business Basics > Digital Party Toolkit