

MARY KAY®

FALL 2023 SOCIAL MEDIA PLAYBOOK

#MARYKAY60

HOST YOUR POP-UP PARTY FOR THE NEW TIMEWISE® MIRACLE SET®.

To celebrate this exciting product launch AND Mary Kay's 60th anniversary, Mary Kay will be hosting *Mary Kay® TimeWise® Miracle Set®* Mobile Pop-Ups in three cities across the U.S. to attract brand-lovers and engage the independent sales force! Starting Sept. 13, we encourage you to host your own *TimeWise® Miracle Set®* Pop-Up Party! The Pop-Up Party Guide found [here](#) on *Mary Kay InTouch®* makes it easy for you and your customers – and their guests, of course – to enjoy a 30-minute virtual or in-person party where they can learn about the Mary Kay opportunity and hear exciting information about new *Mary Kay®* products, especially the NEW *TimeWise® Miracle Set®*. Make sure to create a *Mary Kay®* Shop My Party! link for each party and share it with hostesses beginning Sept. 13 so they can easily share it with her friends and family to purchase the NEW *TimeWise® Miracle Set®*. When you host a pop-up party, be sure to celebrate the moment on social media using #MaryKay60 and tagging either Mary Kay U.S. Facebook or Instagram.

Go LIVE on Instagram and Facebook Like a PRO for Your *Mary Kay®* Pop-Up Party!

Going live on social media during a pop-up party is a great way to get your followers or group members excited about the NEW *TimeWise® Miracle Set®* and other *Mary Kay®* products! For some of you, speaking in front of a live audience, even if it's virtually, can be intimidating, so we put together tips and tricks to follow to help you produce a successful live video.

Prep for Going Live:

- Use the dialog in the Pop-Up Guide to determine what you will cover. Commit to a day and time. Set an end time so that attendees know this is just 30 minutes.
- Promote it! Post on social media in your feed and Stories, and invite your customers via text so everyone knows when and where to tune in. Be sure to include a link to where invitees can go for the event.
- Practice the talking points provided in the Pop-Up Guide.
- Set up lighting and choose your location. Natural light and minimal background noise is best!
- Test your equipment. If you are new to going live, consider hosting with a fellow Independent Beauty Consultant by using the **Join** option once you're live.
- If you are hosting this live in a hostess's Facebook group, make sure to create a *Mary Kay®* Shop My Party! link beforehand so her friends and family can shop the *Mary Kay®* products and your hostess can get the rewards.
- If this live will be on a Facebook Business Page or group, we recommend creating a Facebook event ahead of the live to send RSVPs to your customers and their friends to ensure attendance!

How to Go Live on Facebook

1. Go to your business page or Mary Kay Facebook group and tap **Post**.
2. Scroll down and tap **Go Live**.
 - a. Add a description of your video for your viewers. Add a link to your *Mary Kay*[®] Personal Web Site to make it easier for viewers to shop. If you are hosting this live in a Hostess Facebook group, add the corresponding *Mary Kay*[®] Shop My Party! link to the caption so her friends and family can shop the *Mary Kay*[®] products easily and your hostess can get the rewards.
 - b. Pose a question in the description that will make them want to watch and interact with your video.
3. Check your lighting and angles. Make any adjustments, and tap **Start Live Video**.
4. Interact with your viewers as they comment. Read the questions and comments out loud, and address commentors by name to keep it conversational, fun and engaging!
5. When finished, tap **End**. Don't forget to promote your live video in your Stories, and check the comments for any unanswered questions.

How to Go Live on Instagram

1. Swipe right anywhere in the feed or tap the plus sign to start a new post.
2. Scroll to the **Live** button at the bottom of the screen.
3. Tap the title icon on the left to add a title to your livestream. Then tap **Add Title**.
4. You can also set your audience to public or private.
5. If you want to schedule the live in advance, you can tap the calendar icon and set a date and title for the scheduled livestream.
6. Tap the **Live** button at the bottom of the screen when you're ready to go live.
7. Add a comment to your stream by tapping **Comment**, and refer to the link in the bio to learn more about the products. Select **Pin** if you want to highlight a specific comment for viewers to see.
8. When your live is over, tap the X in the top right and then **End Video** (End Now on iOS) to confirm.

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Tuesday, Aug. 8</p>		<p>Share a photo or two of what your summer has looked like as a Mary Kay Independent Beauty Consultant.</p> <p>TIPS:</p> <ul style="list-style-type: none"> • Show where you worked your Mary Kay business from. • Share a photo of your vacation destination. • Show your Mary Kay travel essentials. 	<p>Faith first. 🇺🇸 Family second. 👨‍👩‍👧 Career third. 📝 By being able to work my Mary Kay business from anywhere, I'm able to prioritize spending time with friends and family all summer long! 💛🌴 #MaryKay60</p> <p>Personalize your post by answering the questions below!</p> <p><i>How did you spend your summer? Share one or two memories you made. How does the flexibility of your Mary Kay business help you make time for moments like these? What are you looking forward to in the fall?</i></p>
<p>Thursday, Aug. 10</p>	<p><i>Mary Kay Clinical Solutions</i>® Retinol 0.5 Set</p> <p>AND</p> <p>Your evening <i>Mary Kay</i>® skin care routine products</p>	<p>Take a video or create an Instagram Reel while using your evening skin care routine products, including the <i>Mary Kay Clinical Solutions</i>® Retinol 0.5 Set.</p> <p>OR</p> <p>In bright lighting, take a photo of the <i>Mary Kay Clinical Solutions</i>® Retinol 0.5 Set on your vanity or bathroom counter, and with your evening <i>Mary Kay</i>® skin care routine products.</p>	<p>FYI: It's NEVER too late to start your skin care journey. 🧖‍♀️👩‍👧 And when it comes to age-fighting, I've found that adding retinol to my routine is a MUST! 🙌 Like ❤️ this post if you're looking to learn more about the Mary Kay Clinical Solutions Retinol 0.5 Set. #MaryKay60</p> <p>Personalize your post by answering the questions below!</p> <p><i>How long have you been using the Mary Kay Clinical Solutions® Retinol 0.5 Set? What skin changes have you seen? What tips do you have for moisturizing during the retinization process?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, Aug. 16</p>	<p>NEW <i>Mary Kay</i>[®] Oil-Free Eye Makeup Remover</p>	<p>Take a short video or Instagram Reel of you shaking the Oil-Free Eye Makeup Remover, setting it down and then zooming in on the liquid moving around inside. Use this video for inspo!</p> <p>OR</p> <p>Visit the Fall 2023 topic in the <i>Mary Kay</i>[®] Digital Library powered by Hootsuite Amplify to download, share or schedule an image.</p>	<p>I've been a Mary Kay Oil-Free Eye Makeup Remover fan for ages, but making the best product for removing eye makeup even BETTER?? 🤖 Sign me UP! 🙌👏 All you need are a few shakes and a few swipes to wipe away even the toughest eye makeup. 🙌 Plus, you give a little love to the Earth with a new bottle made of 50% recycled materials. 🌍❤️ #MaryKay60</p> <p>Personalize your post by answering the questions below!</p> <p><i>How does the new Oil-Free Eye Makeup Remover compare to the old one? What tips do you have for effectively removing eye makeup? What other Mary Kay[®] skin care products do you use?</i></p>
<p>Saturday, Aug. 19</p>	<p>NEW <i>Mary Kay</i>[®] Waterproof Eyeliner</p>	<p>Snap a picture of the NEW <i>Mary Kay</i>[®] Waterproof Eyeliners styled next to your makeup bag and other <i>Mary Kay</i>[®] eye makeup products.</p>	<p>I love how these NEW Mary Kay Waterproof Eyeliners hold up from day ☁️ ➡️ to night 🌃 so I can live my life! 🙌 This new product comes in these shades:</p> <ul style="list-style-type: none"> 💙 Blue 🤎 Brown 🖤 Black 💜 Steely <p>Comment with a colored heart emoji to let me know which shade you'll be trying out first! #MaryKay60</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which shades have you tried? Which one is your favorite so far?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Thursday, Aug. 24</p>	<p>NEW <i>Mary Kay</i>[®] Waterproof Lip Liner</p>	<p>Pair each NEW <i>Mary Kay</i>[®] Waterproof Lip Liner with your favorite <i>Mary Kay</i>[®] lipsticks. Lay each pair on a flat surface (preferably a solid color), and snap a picture in bright lighting.</p> <p>See this example post showcasing previous versions of the lip liner.</p>	<p>These NEW <i>Mary Kay</i> Waterproof Lip Liners stay devoted to your lips! 🍷 My lip color doesn't smudge, and the new shades match fabulously with my other <i>Mary Kay</i> lipsticks! 🍷 📢 #MaryKay60</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which products did you match together? What do you like the most about the new lip liner shades and packaging? Encourage your audience to comment and let you know their favorite pairing.</i></p>
<p>Saturday, Sept. 2</p> <p>Labor Day Weekend</p>	<p><i>Mary Kay</i>[®] Travel Roll-Up Bag</p> <p>AND</p> <p>Your favorite <i>Mary Kay</i>[®] products</p>	<p>Fill the <i>Mary Kay</i>[®] Travel Roll-Up Bag with your <i>Mary Kay</i>[®] travel essentials (skin care, makeup, brushes, etc.). Lay it on a solid background and style as desired. Snap a pic.</p>	<p>Not only can I work my <i>Mary Kay</i> business anywhere 🧑🏻🎒 📖, but I can remain glam on the go with all these adorable travel essentials! 😊 ✂️ What are your <i>Mary Kay</i> must-have products when you're traveling? ❤️ 🧴 #MaryKay60</p> <p>Personalize your post by answering the questions below!</p> <p><i>Why are these products essential for you when you travel? What's your favorite thing about your <i>Mary Kay</i>[®] Travel Roll-Up Bag?</i></p>

CELEBRATE THE 60TH ANNIVERSARY WITH #MARYKAY60

When you post your *Mary Kay* story to celebrate the 60th anniversary and include #MaryKay60 in the text of the caption plus tag @marykayus on Instagram or @marykay on Facebook, you will be entered in the #MaryKay60 Social Media Challenge which runs through Sept. 30! At the end of every month, 30 winners are selected to receive a Social Creator Kit, which includes a ring light, tripod and microphone.

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, Sept. 6</p> <p><i>TimeWise</i>[®] <i>Miracle Set</i>[®] Teaser</p>	<p>NEW <i>TimeWise</i>[®] <i>Miracle Set</i>[®]</p>	<p>Visit the Fall 2023 topic in the <i>Mary Kay</i>[®] Digital Library powered by Hootsuite Amplify to download, share or schedule an image of the NEW <i>TimeWise</i>[®] <i>Miracle Set</i>[®], or find them on <i>Mary Kay InTouch</i>[®].</p>	<p>It's almost time!! 🕒 😍 The NEW <i>TimeWise</i>[®] <i>Miracle Set</i>[®] launch is just ONE WEEK AWAY! 🙌 Want to know more? Tune in to the Facebook Live on the Mary Kay Facebook page on 9/13 at 7 p.m. CT. I'll see you there! 😊💜</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which product from the TimeWise</i>[®] <i>Miracle Set</i>[®] <i>excites you the most?</i></p>

BECOME A **MASTER** IN SOCIAL MEDIA!

As of July 1, we now have [FOUR new master classes available on Mary Kay InTouch](#)[®]. The following topics will be discussed in these master classes:

- 1. Creating Successful Beauty Content:** Learn from the best! Popular beauty creator [Mariela Bagnato](#) shares her tips and tricks on how to build compelling and visually appealing posts for social media platforms.
- 2. Shooting Content Like A Pro:** Are you ready to grab your phone (plus a tripod and ring light, if you have one) and start capturing some photos and videos? This video shares some helpful information about audio, lighting and angles to keep in mind before you start shooting.
- 3. Social Media 101: TikTok:** This social media platform is taking the world by storm, especially with the younger generation. If you want to learn more about the foundation of this video-centric, trendy platform, tune in to this class!
- 4. Social Media 101: YouTube:** Ready to put your video-making skills to the test? Learn more about this social media platform, which is perfect for makeup and beauty tutorials.

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Tuesday, Sept. 12</p> <p>Mary Kay Facebook Live Reminder</p>		<p>Visit the 60th Anniversary topic in the <i>Mary Kay</i>[®] Digital Library powered by Hootsuite Amplify to download, share or schedule a photo.</p>	<p>Who else is excited about the 60th anniversary celebration on Facebook Live? 🧑🏻‍🦱👩🏻‍🦱 From commemorating Mary Kay Ash and the amazing company she built ❤️👉 to the launch of new products 📺 to a special feature on the NEW TimeWise Miracle Set with Dr. Lucy Gildea 🧴👩🏻‍🦱, you DON'T want to miss this! 🙌 Tune in on 9/13 at 7 p.m. CT to join in on all the fun! #MaryKay60</p> <p>Personalize your post by answering the questions below!</p> <p><i>Consider hosting a party, and be sure to invite your customers in this social media post!</i></p>
<p>Wednesday, Sept. 13</p> <p>Mary Kay 60th Anniversary</p>		<p>Share a photo or a carousel showing your favorite memories from your Mary Kay business. Lead with an image of yourself and the NEW <i>TimeWise</i>[®] <i>Miracle Set</i>[®].</p> <p>OR</p> <p>Visit <i>Mary Kay InTouch</i>[®] here, scroll to the bottom to Social Media Images & Digital Backgrounds to download an image.</p>	<p>The Mary Kay 60th anniversary is today, and the NEW <i>TimeWise</i>[®] <i>Miracle Set</i>[®] has officially launched! 🚀 I am so incredibly proud and grateful to Mary Kay for the amazing impact it's had on my life and on the lives of countless other women over the last 60 years! #MaryKay60</p> <p>If you're wanting to help me celebrate 60 amazing years ❤️, check out the anniversary page here: https://marykay.info/3Nui9nn.</p> <p>Personalize your post by answering the questions below!</p> <p><i>What do you love about the NEW TimeWise[®] Miracle Set[®]? What do you love about Mary Kay and this business opportunity?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Saturday, Sept. 16</p>	<p>NEW <i>TimeWise</i>[®] <i>Miracle Set</i>[®]</p>	<p>Take a short video or Instagram Reel like this of yourself going through your daily skin care routine with this set. Be sure to include each product name in the video you create! Position it as part of your '5 to 9 after the 9 to 5' routine to capitalize on a social media trend.</p>	<p>My 5 to 9 routine after my 9 to 5 is never complete without showing a little love to my skin. ❤️ These products from Mary Kay are perfect for when I want to take time to myself to relax and recharge. ✨ #MaryKay60</p> <p>Personalize your post by answering the questions below!</p> <p><i>Why do you use the NEW TimeWise[®] Miracle Set[®]? Who would you recommend these products to?</i></p>
<p>Friday, Sept. 22</p> <p>First Day of Fall</p>	<ul style="list-style-type: none"> • <i>Mary Kay</i>[®] Eyeliner • <i>Mary Kay Chromafusion</i>[®] Eye Shadow in Mahogany, Shiny Penny, Gold Status & Cinnabar • <i>Mary Kay</i>[®] <i>Ultimate Mascara</i>[™] • <i>Mary Kay Chromafusion</i>[®] Contour in Latte or Cocoa • <i>Mary Kay Chromafusion</i>[®] Highlighter in Honey Glow • <i>Mary Kay</i>[®] Lip Liner in Medium Nude • <i>Mary Kay</i>[®] Gel Semi-Shine Lipstick in Spiced Ginger 	<p>Re-create the makeup artist look Warm Copper Tones from the <i>Mary Kay</i>[®] Looks Collection. Then, in bright lighting, take a couple of selfies to create a carousel or multiphoto post.</p> <p>PRO TIP: Assemble a pile of the products you used, take a picture and include it in the carousel.</p>	<p>The leaves are starting to change, so why not change up your look with FALL-tastic colors? 🍂🧡 I'm starting my season with a beautifully warm and coppery makeup look! What's your fave fall color? ❤️🍁 #MaryKay60 #FirstDayOfFall</p> <p>Personalize your post by answering the questions below!</p> <p><i>Did you change up this look to better complement your color preferences or skin tone? What other Mary Kay[®] products are perfect for fall?</i></p>

IT'S TIME TO START SELLING FOR THE **HOLIDAYS!**

Believe it or not, early October is the time to dash into the holiday selling season! Most major retailers have been kicking off holiday sales in early fall, so why not deliver cheer to your customers a little sooner this year?

It's not just retailers getting a head start either. At least 40% of shoppers are planning to begin their holiday shopping in early fall. **Since customers are rushing into holiday shopping, you can rush into holiday selling and help them check those gifts off their lists!**

Plus, you can have the edge over those big box stores, thanks to your extensive product knowledge, beauty insights and that famous Golden Rule customer service. What's more, you have the option to offer special promotions and pass savings on to your customers. Feel free to start spreading that holiday cheer early and become your customers' gifting guru 'til that very last stocking is stuffed!

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Sunday, Oct. 1	Your favorite <i>Mary Kay</i> [®] limited-edition or special-edition holiday products	<p>Go live! Or create a video showing all your new <i>Mary Kay</i>[®] limited-edition or special-edition holiday products.</p> <p>OR</p> <p>Visit the Holidays 2023 Product topic in the <i>Mary Kay</i>[®] Digital Library powered by Hootsuite Amplify to download, share or schedule an image.</p>	<p>Ho-ho-hello! 🎅👋 I'm delivering holiday cheer early this year! 😊 Did you know 40% of shoppers start their holiday shopping in October, making NOW the time to shop? 🤖👣 Get ahead of your gift list by purchasing limited-edition Mary Kay holiday products before it's too late! 📦🎄 Drop a ❤️ on this post if you're an early holiday shopper! 📅 #MaryKay60</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which Mary Kay[®] limited-edition or special-edition holiday products are you most excited about? What other Mary Kay[®] products will you be gifting this holiday season?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Friday, Oct. 6</p> <p>Breast Cancer Awareness Month</p>		<p>Take a picture of all your pink-colored <i>Mary Kay</i>[®] products to show support for Breast Cancer Awareness.</p> <p>See this post for inspo!</p> <p>OR</p> <p>Visit the Holidays topic in the <i>Mary Kay</i>[®] Digital Library powered by Hootsuite Amplify to download, share or schedule an image.</p>	<p>I am so proud to be associated with a company that is dedicated to helping women on all fronts! Since 1996, \$36.5 million has been awarded by the Mary Kay Ash Foundation to research and support programs for cancers affecting women, including breast cancer. Drop a pink heart ❤️ if this makes you proud to be pink!</p> <p>Personalize your post by answering the questions below!</p> <p><i>Have you personally been affected by or know someone who has been affected by breast cancer? How will you be commemorating Breast Cancer Awareness Month?</i></p>

HOW TO TALK ABOUT THE **MARY KAY OPPORTUNITY** ON SOCIAL MEDIA

Starting a Mary Kay business can be life-changing, and it makes sense if you want to tell others about the perks of becoming an Independent Beauty Consultant! On social media, we recommend focusing on the following:

- The **flexibility** of being able to work wherever and whenever you want.
- **Personal growth** opportunities offered, including the education courses or in-person events such as Seminar.
- All the amazing friends and **connections** you have made along the way.

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, Oct. 11</p>	<p>MKMen® Regimen</p>	<p>In bright lighting, snap a photo of the MKMen® Regimen styled next to different accessories such as a face towel, men’s razor, etc.</p> <p>See this post for inspo!</p>	<p>Taking good care of your skin is NOT just for the girls! 🧑 Men also need TLC, and the MKMen Regimen has got him covered! 😊 🙌</p> <p>🧼 MKMen Daily Facial Wash</p> <p>➤ MKMen Shave Foam</p> <p>❄️ MKMen Cooling After-Shave Gel</p> <p>☀️ MKMen Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30</p> <p>Tag the men in your life who you think deserve these products! #MaryKay60 💙</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which men in your life will you be gifting the MKMen® Regimen? What do you think are some of the biggest selling points about the products?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Thursday, Oct. 19</p>	<p>Mary Kay® Instant Puffiness Reducer</p>	<p>Take two photos, a picture of your face before using the Instant Puffiness Reducer and an after picture of your face showing the effects of the Instant Puffiness Reducer.</p>	<p>Put the tea bags, cucumbers and other home remedies AWAY! 🍵 🥒 👤 Mary Kay Instant Puffiness Reducer is just what you need to make your bags disappear like magic! Every time I use this product, I'm always blown away by the difference! 😱 It lasts up to 6 hours. 🙌 DM me if you want to learn more about this magical product! ✨ #MaryKay60</p> <p>Personalize your post by answering the questions below!</p> <p><i>What activity do you feel most confident doing after using this product (e.g., taking photos, hopping on a virtual call)?</i></p>
<p>Friday, Oct. 27</p>		<p>Take a video or Instagram Reel showing the Mary Kay® products in your makeup bag that you are using to prepare for Halloween festivities!</p> <p>Inspo found here.</p>	<p>It's almost spooky season! 👻 🎃 🕷️ Whether you're taking your kids trick-or-treating or going to a costume party with friends, Mary Kay has colorful products for any Halloween festivity! Don't be "scared" to DM me for some treats, no tricks! 🧛 🕷️ #MaryKay60</p> <p>Personalize your post by answering the questions below!</p> <p><i>Are you using Mary Kay® makeup products with your Halloween costume?</i></p>