

HOLIDAY 2024

Social Media Playbook

MARY KAY






As bright summer days ease into cozy autumn nights, it's time to start thinking about the season of giving. You know your loved ones and customers best, and you have the unique opportunity to take their wishes to the next level with gifts that truly resonate.



Kick-start the season of giving early by highlighting the NEW *Mary Kay*® products on social media. The bold color-lovers on your list will like the opulent new shades of *Mary Kay*® Supreme Hydrating Lipstick and limited-edition† *Mary Kay*® Liquid Eye Shadow. The scent-obsessed women in your life will adore the limited-edition fragrance bundle. Men can be hard to shop for, but the limited-edition hair and body wash set in two handsome scents is a no-brainer. Lastly, you can always rely on tried-and-true *Mary Kay*® skin care products to deliver personalized skin care wishes to all.



ENRICH EVERY WISH!



Looking to promote these giftable products on social media? Turn your social media feeds into holiday wonderlands, and get your customers in the gifting spirit with these **tips!**



LIGHTS, CAMERA, WRAP-TION

Get all your favorite *Mary Kay*® gifting products and some wrapping paper and decorations, then start filming! Your followers are sure to love your gift-wrapping hacks. Unboxing is also a trending theme on social media.

Once you receive your holiday goodies from Mary Kay, film yourself unboxing the products, and create a voice-over telling why you are excited about the products as you take them out of the box.



GET READY WITH GLEE

There are so many fun occasions that call for glamping up during the holiday season! Whether it's dinner with family, a work holiday party or a romantic evening out, show off your various makeup looks featuring *Mary Kay*® makeup products for these different occasions. You can either film the "get ready with me" process of applying the makeup, or you can show off the final look and list out the products used in the caption of your post.



HOLI-SLAY SELF CARE

Encourage your followers to take care of themselves during a busy holiday season by showing off *Mary Kay*® self-care products such as masks, eye patches and scrubs. Film yourself packing some pampering packages chock-full of *Mary Kay*® products for friends or family.





Put the PAID SOCIAL MEDIA AD TIPS TO USE!

The Social Media Playbooks are designed to help you excel as a Social Creator and give you ideas of content to post on social media. More recently, we have started including tips on how to set up the proposed posts in this Playbook as social media ads!

These tips are designed to help you convert these posts into boosted posts on Instagram or Meta ads (you can learn about the differences between these two ad types [here](#)), whether it's a recommendation on the ad objective or guidance on what kind of target audience may be interested in your ad. You may notice that we at times recommend adding competitor brand keywords to your target audience to reach customers buying other brand's beauty products. **As a reminder, you should never call out a competing brand in the public-facing copy of your paid social media ad.** Additionally, for your ad caption, shorten the copy to be a maximum of 125 characters with spaces, and include the words "Mary Kay."

If you need more direction on how to get started on paid social media advertising outside of these tips, be sure to check out [this page](#) on Mary Kay InTouch® or watch [this video](#) to learn why you should consider advertising on social media! Please note, to open any of the links in the Social Media Playbook, you need to download this document first.

*Over-the-counter drug product.

†Available while supplies last.

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DATE

TUESDAY,
SEPT 03

Skin Care Awareness Month



PRODUCTS

Mary Kay® Mineral Facial
Sunscreen Broad Spectrum SPF 30*

PHOTO/VIDEO

Snap a selfie of yourself holding Mary Kay® Mineral Facial Sunscreen Broad Spectrum SPF 30.*



CAPTION/PAID TIP

Copy Direction

Summer may be officially over, but Skin Care Awareness Month is still here! ☀️🌞🌿

Speaking of, did you know that you should still be protecting your skin with sunscreen every day, even when it's cool and cloudy? 🌧️☁️

For a great everyday sunscreen, I would personally recommend Mary Kay Mineral Facial Sunscreen Broad Spectrum SPF 30. It's fragrance-free, feels super lightweight on my skin and wears ✨ incredibly ✨ under makeup.

Ready to protect your skin? DM me or leave a ☀️ in the comments below! #MyMKSkin

Personalize your post by answering the questions below!

How often do you reapply sunscreen? What Mary Kay® products do you use to treat sun-damaged skin?

Tip for a Paid Social Ad

Set your objective as "Get more website visitors" if you have a Mary Kay® Personal Web Site, and drop in the specific link to the Mary Kay® Mineral Facial Sunscreen Broad Spectrum SPF 30* page. Consider targeting audiences interested in similar brands such as "Eucerin" or "Neutrogena."

DATE**FRIDAY,
SEPT 06****PRODUCTS***Mary Kay*® Waterproof Lip Liner
in the shade of your choice**PHOTO/VIDEO**

Take a video of yourself applying different shades of *Mary Kay*® Waterproof Lip Liner on your hand or on your lips, then show yourself trying to smudge them to demonstrate the product's durability.

**CAPTION/PAID TIP****Copy Direction**

These lips are not budging!! 🙌👄
Shout-out to *Mary Kay* Waterproof Lip Liner for keeping me smudge-free no matter what my day looks like. 🥰

Personalize your post by answering the questions below!

What Mary Kay® Waterproof Lip Liner shade is your favorite? *What Mary Kay*® lipsticks or lip glosses do you like to pair with the waterproof lip liners?

Tip for a Paid Social Ad

Consider setting up a [Carousel ad](#) in Meta Ads manager with each video representing a different shade of the Waterproof Lip Liner. Customize each Carousel card to direct to the individual webpage on [marykay.com](#) for each shade.

DATE**TUESDAY,
SEPT 10****PRODUCTS***TimeWise*® Microdermabrasion Plus Set**PHOTO/VIDEO**

Style this set on your bathroom vanity next to your other favorite *Mary Kay*® skin care products, then snap a photo!

Inspiration**CAPTION/PAID TIP****Copy Direction**

I am just two steps 🙌 away from smooth, flawless-looking skin! ✨

Here's how I'm doing it:

👉 First step: *TimeWise* Microdermabrasion Refine as an advanced exfoliator to help remove dead skin cells from inside and around the edges of pores. 🥰

👉 Second step: Pore Minimizer to give me that confident close-up skin. 📸

💬 Want to learn more ways to improve your skin care? Let me know in the comments or DM me! #MyMKSkin

Personalize your post by answering the questions below!

Who do you think would benefit most from this set? How often do you recommend using this set?

Tip for a Paid Social Ad

Set your objective as "Get more website visitors" if you have a *Mary Kay*® Personal Web Site, and drop in the specific link to the [TimeWise](#)® [Microdermabrasion Plus Set](#). Consider targeting audiences interested in keywords such as "exfoliation" or "facial care."

*Over-the-counter drug product.

†Available while supplies last.

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DATE**FRIDAY,
SEPT 13***Mary Kay's 61st Anniversary***PRODUCTS****PHOTO/VIDEO**

Dig deep into your camera roll to share pictures and videos of your favorite Mary Kay memories!

**CAPTION/PAID TIP****Copy Direction**

Happy Anniversary, Mary Kay!! 🎉

In case you didn't know, Mary Kay turns 61 years old today! 🥳🥳

🌍 In today's world, it feels good knowing that I can choose to work with a Company that not only has products I love, but has prioritized supporting women since the beginning. 👩🏻👩🏻

Here's to all the life-changing opportunities, unbeatable beauty and skin care and many wonderful memories working with this Company. #MyMKLife💖

Personalize your post by answering the questions below!

*What is your favorite Mary Kay memory?
Why did you start your Mary Kay business?
How are you celebrating the Company's anniversary today?*

DATE**MONDAY,
SEPT 16****PRODUCTS**

Mary Kay® Supreme Hydrating Lipsticks in Hushed Blush, Mauve Crush, Toasted Plum, Natural and Black Cherry.

PHOTO/VIDEO

Take a short video of yourself trying on all the different new shades of *Mary Kay® Supreme Hydrating Lipstick*. Include the name of the shade as text overlay in the video once you upload as an Instagram Reel or TikTok video!

CAPTION/PAID TIP**Copy Direction**

This is not a drill!! 🎉📺

Mary Kay just added five NEW Supreme Hydrating Lipstick shades:

👄 Hushed Blush

👄 Mauve Crush

👄 Toasted Plum

👄 Natural

👄 Black Cherry

AND these new shades are coming just in time for holiday shopping and would make great stocking stuffers! 🛒📺

Which of these new shades do you have your 👁️ on? Comment below!

Personalize your post by answering the questions below!

What new shade of Mary Kay® Supreme Hydrating Lipstick is your favorite? What Mary Kay® lip glosses would be good to layer with these new lipsticks?

Tip for a Paid Social Ad

Consider targeting audiences interested in keywords such as "lipstick" or "lip balm."

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DATE

THURSDAY,
SEPT 19



PRODUCTS

- Limited-Edition* *Mary Kay*® Liquid Eye Shadow in Sand Dune, Warm Desert and In the Trees
- Limited-Edition* *Mary Kay*® Men's Hair and Body Wash Gift Set
- Limited-Edition* *Belara*® Bundle

PHOTO/VIDEO

Lay a holiday stocking flat on a surface, such as a kitchen table, then place all the limited-edition products around the stocking. Snap a photo of all the products around the stocking once staged.

CAPTION/PAID TIP

Copy Direction

If someone put all these limited-edition products in my stocking, I wouldn't be mad about it ... 🎄👀

Which of these products are on your wish list?



👉 Limited-edition *Mary Kay* Liquid Eyeshadow in Sand Dune, Warm Desert and In the Trees

👉 Limited-Edition *Mary Kay* Men's Hair and Body Wash Gift Set in High Intensity or High Intensity Sport

💙 Limited-Edition *Belara* Bundle, which includes the *Belara* Body Lotion

Leave an emoji in the comments to let me know! 🙌

Personalize your post by answering the questions below!

*What new limited-edition product are you most excited about? What other *Mary Kay*® products do you think make good gifts this holiday season?*

Tip for a Paid Social Ad

Consider targeting audiences interested in keywords such as "Christmas shopping" or "gift wrapping."



MASTER SOCIAL MEDIA

with Social Media Master Classes!

Wanting to up your social media game? Check out the social media master classes [here](#) in the Video Library on *Mary Kay InTouch*®. From building a social media plan, to creating influential beauty content, to mastering the art of social selling, you are sure to learn at least one new thing!

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DATE**SUNDAY,
SEPT 22***First Day of Fall***PRODUCTS**

Mary Kay® Apple & Almond Scented Body Lotion
AND
Mary Kay® Apple & Almond Scented Shower Gel

PHOTO/VIDEO

Snap a photo of the *Mary Kay®* Apple & Almond Scented Shower Gel and Scented Body Lotion staged next to fall decor such as pumpkins or leaves.

**CAPTION/PAID TIP****Copy Direction**

It's the first day of fall y'all!! 🍂🍁

If you need me, I'll be breaking out all my fall favorites, from my PSL ☕ to my candles 🕯️ all the way to my body care from *Mary Kay*. 🛒

Personalize your post by answering the questions below!

*How does your skin care routine change with the change of the season? What other *Mary Kay®* products do you think perfectly encapsulate the fall season?*

Tip for a Paid Social Ad

Create an audience with relevant interest keywords such as "apple cider," "mid-autumn festival" and "pumpkin bread".

DATE**SUNDAY,
SEPT 29***National Coffee Day***PRODUCTS**

- *Mary Kay® Chromafusion®* Eyeshadow in Espresso, Cinnabar or Hazelnut
- *Mary Kay Petite Palette®*
- *Mary Kay®* All-Over Eye Shadow Brush

PHOTO/VIDEO

Capture a video of yourself zooming in on *Mary Kay Chromafusion®* Eye Shadow in your preferred shade in your *Mary Kay Petite Palette®*. Then apply the eye shadow on your eyelid using the *Mary Kay®* All-Over Eye Shadow Brush.



Everyday Eye Makeup Using
Mary Kay Chromafusion®
Eye Shadows

CAPTION/PAID TIP**Copy Direction**

Happy National Coffee Day! ☕ To celebrate, I'm taking a shot at espressing my love by creating this look using *Mary Kay Chromafusion* Eyeshadow in Espresso. ❤️

How do you like to take/order your coffee? 🗨️👉

Personalize your post by answering the questions below!

*What other *Mary Kay Chromafusion®* Eye Shadow shades would complement your preferred shade? What other *Mary Kay®* makeup products pair well with this eye shadow?*

Tip for a Paid Social Ad

Create an audience with relevant interest keywords such as "eye shadow," "eye liner" and "cosmetics".

*Over-the-counter drug product.

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DATE**WEDNESDAY,
OCT 2****PRODUCTS**

- *Clear Proof*[®] Deep-Cleansing Charcoal Mask
- *TimeWise Repair*[®] Bio-Cellulose Mask
- *TimeWise Repair*[®] *Revealing Radiance*[®] Facial Peel

PHOTO/VIDEO

Take a video of yourself holding up the three masks, then take a video of yourself applying the one of your choosing for a self-care night.

**CAPTION/PAID TIP****Copy Direction**

So many masks, so little time! 🤔🕒 I can't decide which mask from Mary Kay to use for my self-care night! 🙌

♥️ *Clear Proof* Deep-Cleansing Charcoal Mask is that girl when it comes to unclogging pores and leaving my skin looking clear.

💡 BUT *TimeWise Repair* *Revealing Radiance* Facial Peel is also SO amazing at removing dead skin cells.

👄 And who can forget about the *TimeWise Repair* *Lifting Bio-Cellulose* Mask for special occasions to make my skin looks lifted and firm.

Which mask are you choosing?

Personalize your post by answering the questions below!

*How often do you use Mary Kay[®] masks or peels?
Which of these products would be good gifts for the holidays?*

Tip for a Paid Social Ad

Consider setting up a [Carousel ad](#) in Meta Ads manager with each video representing a different mask or peel. Customize each Carousel card to direct to the individual webpage on marykay.com for each product. Create an audience with relevant interest keywords such as "exfoliation," "facial" and "spas."

DATE**MONDAY,
OCT 7****PRODUCTS***Mary Kay*[®] Skin Care Line**PHOTO/VIDEO**

Take a video of yourself gift wrapping the individual products in the *Mary Kay*[®] Skin Care line.

**CAPTION/PAID TIP****Copy Direction**

Listen ... ** When it comes to finding the right gift for the younger, beauty-lovers in your life, it can be confusing to know where to start. 🤔

That's why high-quality skin care is always a great option! After all, beautiful skin is always in. 🌟👄

For a simple start to great skin, I highly recommend the *Mary Kay* Skin Care line ♥️ – a customizable skin care regimen that allows you to build the perfect routine based on skin's unique needs. These products are great for someone who's looking for a simple skin care routine and who is not yet ready for age-defying ingredients.

Leave a ♥️ in the comments if you want to learn more! Still looking for more gifting ideas? DM me and I'll help you pick out the perfect gift! 🎁

Personalize your post by answering the questions below!

What other Mary Kay[®] makeup and skin care products do you think the younger generation would like? What skin care hacks or tips would you give to the younger generation?

Tip for a Paid Social Ad

Consider targeting "Parents with teenagers" or "Parents with adult children" as a demographics option when building your audience.

*Over-the-counter drug product.

†Available while supplies last.

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DEEP DIVE INTO TIKTOK!

Looking to break into TikTok, but are not sure where to start? Watch this **in-depth video** in the Video Library on *Mary Kay InTouch*® to learn how to make engaging video content that is sure to capture TikTok users' attention! Be sure to download this document to click on the link!

You will learn important topics such as how to film footage in the app, in-app tools and settings, how to engage with your audience and how to monitor analytics within the platform!



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DATE

FRIDAY,
OCT 11



PRODUCTS

White Tea & Citrus *Satin Lips*® Set
AND
Your favorite *Mary Kay*® lipstick

PHOTO/VIDEO

Take a video of yourself getting ready for a special occasion using the White Tea & Citrus *Satin Lips*® Set and a *Mary Kay*® lipstick of your choice.

CAPTION/PAID TIP

Copy Direction

Three steps to luscious lips? 🍷

Let's do this! 🍷

Step One: Exfoliate 🍷

To start, I like to use a lip scrub to remove any dead skin or extra dryness that my lipstick might stick to. 🍷 Recommendation: White Tea & Citrus Satin Lips Shea Sugar Scrub

Step Two: Moisturize 💧

Next, about a minute or so after I apply my lip scrub, I moisturize with a really nourishing lip balm to ensure my lips are fully prepped for color and everything's looking smooth.

🍷 Recommendation: White Tea & Citrus Satin Lips Shea Butter Balm

Step Three: Color 🍷

It's time to apply color! For this look, I wanted to go for a festive pop in the spirit of the holidays!

🍷 Recommendation: Any *Mary Kay* lipstick in your fave shade and finish!

Personalize your post by answering the questions below!

What other Mary Kay® lip products are perfect for holiday party season? How do you keep your lip product in place for long periods of time?

Tip for a Paid Social Ad

Create an audience with relevant interest keywords such as "lip balm." You can also consider targeting audiences interested in similar brands such as "Laneige" or "Tarte Cosmetics."

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DATE**TUESDAY,
OCT 15****PRODUCTS**

Mary Kay® Waterproof Eye Liner
in the shade of your choice

PHOTO/VIDEO

Take a selfie of yourself with your best cat eye using *Mary Kay*® Waterproof Eyeliner in the shade of your choice.

OR

Record a video of yourself applying *Mary Kay*® Waterproof Eyeliner in a fun design of your choice that you'd wear to a Halloween party.

CAPTION/PAID TIP**Copy Direction**

Hey boo-tiful! 🎃 Halloween's around the corner! 🍬

Whether you're going all out on your costume 👻 or curling up with some sweet treats 🍪, opting for a classic black cat eye is always in style! 🐈 This *Mary Kay* Waterproof Eyeliner keeps your look on point all night long, no tricks involved! ❤️🍬

Personalize your post by answering the questions below!

What other Mary Kay® makeup products will you be using for your Halloween look? Do you know any fun makeup looks or hacks to help your followers plan for Halloween?

Tip for a Paid Social Ad

Create an audience with relevant interest keywords such as "Halloween" or "costume party." You can also target audiences interested in similar brands such as "MAC Cosmetics." Set the duration of your ad to run through Halloween.

DATE**SATURDAY,
OCT 19****PRODUCTS**

Hello, Clean set including
Mary Kay® 2-In-1 Body Wash & Shave and
Mary Kay® Hydrating Lotion

PHOTO/VIDEO

Capture a photo of *Mary Kay*® 2-In-1 Body Wash & Shave and *Mary Kay*® Hydrating Lotion nestled in or around a towel.

Inspiration**CAPTION/PAID TIP****Copy Direction**

Hello, Clean! 🧼💧 Here's a gift that any girl would greet with a smile 😊: the Hello, Clean set from *Mary Kay*! 🛁 When it comes to hygiene, this set's got ALL my essentials. From body wash so smooth that it doubles as a shaving cream, to hydrating lotion to keep moisture locked in. 🧴💧

Personalize your post by answering the questions below!

What other Mary Kay® body care essentials do you use to pamper yourself? Who will you be gifting this set to this holiday season?

Tip for a Paid Social Ad

You can consider targeting audiences interested in similar brands such as "eos" or "CeraVe skincare."

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DATE

FRIDAY,
OCT 25



PRODUCTS

Mary Kay® Ultimate Mascara™

PHOTO/VIDEO

Take a close-up selfie showing the *Mary Kay*® Ultimate Mascara™ applied to one set of lashes and the other eye without mascara applied.

Inspiration



CAPTION/PAID TIP

Copy Direction

Talk about eye-catching! ❤️😍 I'm obsessed with how the *Mary Kay* Ultimate Mascara takes my lashes from drab to giving va-va-volume! 🙌 This mascara has become an essential in my makeup routine, especially for a quick yet stunning look! ✨

Personalize your post by answering the questions below!

*What are your hacks for mascara application to ensure volume? Which *Mary Kay*® mascaras do you recommend to your followers?*

Tip for a Paid Social Ad

You can consider targeting audiences interested in similar brands such as "Maybelline" or "Benefit Cosmetics."

DATE

WEDNESDAY,
OCT 30



PRODUCTS

Mary Kay® Oil-Free Eye Makeup Remover



PHOTO/VIDEO

Take a video of yourself using *Mary Kay*® Oil-Free Eye Makeup Remover to remove your eye makeup on one side of your face. Show the difference between the eye with makeup versus the eye without makeup.



CAPTION/PAID TIP

Copy Direction

My eye makeup doesn't stand a CHANCE against the makeup-removing 🛒! I'm talking about the iconic *Mary Kay* Oil-Free Eye Makeup Remover. 🙌🙌🙌 Gentle yet effective, this remover is my go-to for wiping away the toughest eye makeup looks. 🙌🙌

Personalize your post by answering the questions below!

*What *Mary Kay*® products do you use to remove the rest of your face makeup? What *Mary Kay*® skin care products do you use after you remove your makeup?*

Tip for a Paid Social Ad

You can consider targeting audiences interested in similar brands such as "Neutrogena" or "Almay."

DISCOVER PUBLISH-READY VIDEOS FOR SOCIAL MEDIA

As videos are getting more and more popular on various social media platforms, it's important to factor these into your posting strategy. If you're wanting some Company-provided videos, check out the **Downloadable section** in the Video Library on *Mary Kay InTouch*®. Scroll through the options, then select the video you want, and press the "Download" button to save it to your desktop or mobile device for posting.

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