

MARY KAY®
MARCH 2021 SOCIAL MEDIA PLAYBOOK
#MKElevateYourExpectations

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
<p>Wednesday, March 3</p>	<p><i>TimeWise 3D</i>® Foundation</p> <p><i>Mary Kay</i>® Blending Brush</p>	<p>After applying a full face of makeup, hold the <i>TimeWise 3D</i>® foundation near your face, and snap a selfie.</p>	<p>The perfect prep for screen-time sessions, <i>TimeWise 3D</i>® foundation creates the ultimate double-duty filter! Not only does it perfect my complexion, but this tech-savvy formula also blocks damaging blue light rays emitted from my digital devices. 📱</p> <p><i>(Which foundation shade are you wearing? What brush or sponge do you use to apply the foundation?)</i></p> <p>Have you been protecting yourself from blue light? #MKElevateYourExpectations</p>
<p>Saturday, March 6</p>	<p><i>Mary Kay Clinical Solutions</i>™ Retinol 0.5 Set</p>	<p>Style products atop your Spring 2021 copy of <i>The Look</i>. Snap a photo.</p>	<p>Inspired by the freshness of spring and the new beginning it brings, I'm daring to go where I've never gone before – into the world of dermocosmetics!</p> <p><i>(Have you seen any results while using the Mary Kay Clinical Solutions™ products? What are your customers saying about their own results?)</i></p> <p>Have you tried using retinol? What new thing are you trying this spring? #MKElevateYourExpectations</p>

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
<p>Monday, March 8</p> <p>International Women's Day</p>		<p>Share a photo (or photos) of something that represents your Mary Kay business, of Mary Kay Ash or of the most important women in your life.</p>	<p>Today is #InternationalWomensDay! 📷👤👩👧👦👧👦👧 I'm so proud to be connected to a company created by a woman for the advancement of women. I'm also forever grateful to these women for helping me blaze my own trail.</p> <p><i>(Who are the most important or inspirational women in your life? What do you admire about them?)</i></p> <p>Who has inspired you to become the woman you are today? #MKElevateYourExpectations</p>
<p>Thursday, March 11</p>	<p>Limited-Edition† Mary Kay® Lip Kit in shades Nude and Pink</p>	<p>Apply the Nude lip shade, and take a selfie. Apply the Pink shade, and take a selfie. Then, post a side-by-side or carousel image.</p> <p>OR</p> <p>Create a short video featuring both lip looks.</p>	<p>Darling by day. Daring by night. ❤️ I love these new limited-edition lip kits!</p> <p><i>(How do these shades make you feel? Are they easy to apply?)</i></p> <p>Which shade do you like best? #MKElevateYourExpectations</p>

TIP

Are you following [@InstagramForBusiness](#)? Find the latest tips, trends and tutorials that can help you run your Instagram business account. Learn how to create Instagram Reels, artistic ways to curate a consistent photo feed or best practices for Instagram Stories.

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Sunday, March 14	<p><i>Mary Kay</i>® Hydrogel Eye Patches</p> <p>AND</p> <p><i>TimeWise</i>® Moisture Renewing Gel Mask</p> <p>OR</p> <p><i>Clear Proof</i>® Deep-Cleansing Charcoal Mask</p>	Place <i>Mary Kay</i> ® Hydrogel Eye Patches under your eyes, and apply your selected mask across the rest of your face. Then, snap a close-up selfie or Boomerang video.	<p>My favorite type of multitasking is multimasking! I love maximizing my “me” time by giving each area of my face exactly what it’s craving.</p> <p><i>(What do these masks do for your skin? How often do you like to multimask? What do you like to do while masking?)</i></p> <p>What is your favorite way to #multimask? #MKElevateYourExpectations</p>
Tuesday, March 16	<p><i>Mary Kay</i>® Precision Brow Liner</p> <p><i>Mary Kay</i>® Volumizing Brow Tint</p>	Hold both products in a > shape near your eyebrow. Smile, and take a picture.	<p>Let’s talk brows. ❤️ Have you ever accidentally over-tweezed? Well, let me introduce you to your brows’ new best friend!</p> <p><i>(Tell us about each product and how you apply them. Do you have any tricks or techniques for filling in your eyebrows?)</i></p> <p>#MKElevateYourExpectations</p>

TIP

Have you tried interacting with your followers through an Instagram Story Q&A? Instagram influencers and users alike are taking to Instagram Stories to answer questions submitted by their followers.

You can participate too! Post to Instagram Stories using the native “Questions” feature. Then, your followers can submit questions to the questionnaire box. You can share the questions that you would like to answer to your Stories and provide your answers!

Some thought-starters to give your followers:

- Ask me anything about my Mary Kay business.
- Who has a question about skin care? Ask me in the question box below!
- What do you want to know about my makeup routine? Ask away!

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<p>Friday, March 19</p>	<p>Mary Kay® Starter Kit</p> <p>OR</p> <p>New Beauty Consultant Sample Pack</p>	<p>Take a photo of the Starter Kit bag or of the New Beauty Consultant Sample Pack.</p>	<p>NOTE: This post is considered a <i>commercial message</i> and should only be posted to a <i>business page</i> or <i>private group</i>.</p> <p>Did you know that there are TWO ways to start your own Mary Kay business?</p> <p>💖 The Starter Kit includes retail-sized products for demonstration, party supplies, business resources, tips and selling techniques.</p> <p>💖 Mary Kay® eStart is a great way to work a personal business and still have the opportunity to connect virtually with your customers.</p> <p>✚ Plus, now you can add the New Beauty Consultant Sample Pack, a powerful add-on with enough samples to share with your first 30 customers!</p> <p>Message me if you are interested in starting your own journey with a Mary Kay business!</p>

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Wednesday, March 24	Your morning skin care routine using <i>Mary Kay</i> [®] products	Style your products on a countertop or vanity. Snap a photo looking straight at the products.	<p>This product lineup helps me rise and shine every morning. 🌞</p> <p><i>(Which products do you use every morning? In what order do you apply the products? Do you ever change up your morning routine?)</i></p> <p>What does your a.m. routine look like? #MKElevateYourExpectations</p>
Monday, March 29	The one <i>Mary Kay</i> [®] skin care product you would take to a deserted island	Snap a close-up photo of your fave product with a simple background.	<p>Meet my deserted-island product pick! 🏝️ <i>(Product name)</i> is the one <i>Mary Kay</i>[®] beauty item I'd choose to take with me over every other.</p> <p><i>(Tell us all about your favorite product. How long have you been using this product? What makes it so special?)</i></p> <p>What is the one thing that you would take to a deserted island? #MKElevateYourExpectations</p>
Wednesday, March 31	Special-Edition [†] <i>Mary Kay</i> [®] Travel Color Bag filled with your favorite <i>Mary Kay</i> [®] makeup products	<p>Situate the bag on a bathroom countertop or vanity. Take a photo showing off the bag and products.</p> <p>OR</p> <p>Film a time-lapse video or Instagram Reels to show how you pack your travel color bag.</p>	<p>Beauty is in the bag! This chic catchall is tote-ally perfect for my makeup looks. 😍</p> <p><i>(Tell us about the bag. What can fit inside? What makes it unique?)</i></p> <p>#MKElevateYourExpectations</p>

[†]Available while supplies last

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