

MARY KAY®
MARCH 2022 SOCIAL MEDIA PLAYBOOK
#MKYourPower

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, March 2</p>		<p>Snap a picture of what your typical Wednesday looks like. Are you dropping your kids off at school? Meeting a friend for lunch? Or treating yourself to some “me” time?</p>	<p>We’re halfway to the weekend! 🗓️ This is how I usually spend my Wednesdays. #MyMKLife #MKYourPower</p> <p>Personalize your post by answering the questions below!</p> <p><i>What are you doing in the photo? How do you make time to do this? What do you usually do next? How does your Mary Kay business fit into your day?</i></p>
<p>Friday, March 4</p>	<p>Mary Kay® Supreme Hydrating Lipstick</p>	<p>Create a video or Instagram Reel while applying swatches of the eight shades on your arm or your lips. Learn how to create a Reel video here.</p>	<p>Check out these brand-new hydrating hues! 💧 I love all the rich colors. One shade simply isn’t enough! #MKYourPower</p> <p>📞 Which hue is calling your name?</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which shade(s) have you tried? Describe what you like about the lipstick (color payoff, shine finish, nourishing conditioners, etc.) What other Mary Kay® lip products would you pair to complete your lip look?</i></p>

WHAT'S NEW?

It's time to show off your #MyMKLife! Learn how to create a social post that exemplifies how your Mary Kay business fits your life in the latest [Social Tip of the Month: How to Create #MyMKLife Social Media Posts](#).

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Sunday, March 6	Mary Kay® Intense Moisturizing Cream	Take a photo of the cream styled with other Mary Kay® skin care products.	Healthy-looking skin is always in! 🌟 #MKYourPower Personalize your post by answering the questions below! <i>Which Mary Kay® products are you showing in the photo? When do you use them in your skin care routine (morning, midday or night)? How do they help you achieve healthy skin? What is your favorite benefit of the moisturizing cream?</i>

TIP

Get to know your followers! Not all audiences are the same. Spend some time digging into your insights to better understand what type of content your followers like most. #ProTip, use the Meta Business Suite feature to see both your Facebook and Instagram pages' insights, such as when your followers are most active, their ages and genders and which cities they live in.

From desktop:

Facebook > Your business page > Insights (on the left-hand side)

From mobile:

Make sure you have the latest version of the Facebook app installed.

Facebook app > Menu > Your business page > More (at the very top, you may have to scroll) > Insights

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Tuesday, March 8	Your favorite <i>Mary Kay</i> [®] products you use most	Take a photo of yourself holding the products you chose.	<p>These are my Mary Kay must-haves! 😊 #MKYourPower</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which Mary Kay[®] products did you select? Why are they your favorites? What results have you experienced from using them? Who would you recommend try them?</i></p>
Thursday, March 10	Limited-Edition [†] <i>Mary Kay</i> [®] Makeup Remover Rounds AND Two bottles of <i>Mary Kay</i> [®] Micellar Water	<p>Take a short video or Instagram Reel while smiling and holding a bottle of Micellar Water in each hand. Next, open one of the bottles and apply a small amount to the rounds. Finally, gently wipe away all traces of face makeup.</p> <p>Learn how to create a Reels video here.</p>	<p>I'm making small changes in my skin care routine to help reduce waste. ♻️ These Makeup Remover Rounds can be reused up to 200 times! #MKYourPower</p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Monday, March 14	<p><i>Mary Kay Clinical Solutions</i>® C + Resveratrol Line-Reducer</p> <p>OR</p> <p><i>Mary Kay Clinical Solutions</i>® HA + Ceramide Hydrator</p>	In bright lighting, take a Boomerang while squeezing the top of the dropper to capture the product's consistency as it falls into your hand.	<p>Unleash your skin's full potential with every precious drop! 💧 #MKYourPower</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which booster are you showing? What are the main ingredients and their benefits (refer to Page 18 in The Look)? Describe how it feels on your skin. How does this product complement your current skin care routine?</i></p>

#MyMKLife Social Media Challenge

Great news! It's not too late to enter the #MyMKLife Social Media Challenge. The challenge deadline has been extended until June 30! Click [here](#) to see the challenge details, plus FAQs and social media post examples.

You can participate in the #MyMKLife Social Media Challenge by sharing how your Mary Kay business fits in your life on social media. Maybe you started a Mary Kay business so you could be at home with your children, or maybe it was about sisterhood and having a community of strong and supportive women. Share with us how the Mary Kay opportunity offered you your "perfect fit." Be sure to use hashtag #MyMKLife and tag @MaryKayUS for your chance to be featured on the Mary Kay U.S. Facebook page and Instagram!

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Friday, March 18</p>	<p>Mary Kay® Silky Setting Powder</p>	<p>In bright lighting, take a photo of your makeup without the setting powder. Then capture another photo after you've applied the setting powder. Make sure you can see a clear distinction in the mattifying power of the setting powder.</p>	<p>Check out these empow(d)ering results! 😊 #MKYourPower #MKBeforeAndAfter</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which silky shade are you wearing? Share your favorite product benefit (shine-minimizing coverage, natural-looking color correction, etc.). Describe how you blended the powder to enhance your makeup look. What other Mary Kay® products or tools did you use to create your look?</i></p>
<p>Sunday, March 20</p> <p>First Day of Spring</p>	<p>Your Mary Kay® best-sellers</p>	<p>Snap a photo of your top five best-sellers styled with flowers.</p>	<p>Ready for a spring refresh? 🌸 Bloom into beauty with my best-sellers! #MKYourPower #FirstDayOfSpring</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which Mary Kay® products did you select? Why do you think these are your best-sellers? Briefly describe their product benefits and attributes. Who would enjoy using this best-seller bundle?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Monday, March 21</p> <p>National Fragrance Day</p>	<p>Mary Kay® Men's and Women's Fragrances</p>	<p>Snap a photo of all the Mary Kay® fragrances you have available. Capture the photo on a flat surface, such as your vanity, dresser or shelf you may have them displayed on.</p> <p>OR</p> <p>Visit the Body Care/ Fragrances Topic in the Mary Kay® Digital Library powered by Hootsuite Amplify to download, share or schedule your image.</p>	<p>Today is #NationalFragranceDay! 🍷</p> <p>Which type of fragrance is your favorite? Drop the emoji in the comments below! #MKYourPower</p> <ul style="list-style-type: none"> 🍊 Floral and citrusy 💕 Sweet and girly 🌲 Woody and musky 🌿 Fresh and clean
<p>Thursday, March 24</p>		<p>Snap a photo of what you like to do when you're not running your Mary Kay business. Are you spending time with family? Going on a hike? Trying new recipes? Writing your blog?</p>	<p>Hooray, it's almost Friday! 🧑🏻 This is how I'm celebrating. #MyMKLife #MKYourPower</p> <p>Personalize your post by answering the questions below!</p> <p><i>What are you doing in the photo? When do you find time to do this? Share how your flexible schedule helps you fit in the things you enjoy most. What other ways does your Mary Kay business "just fit" into your life?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Sunday, March 27</p>	<p><i>Mary Kay Chromafusion®</i> Blush in Juicy Peach (base)</p> <p><i>Mary Kay Chromafusion®</i> Eye Shadow in Crystalline (highlight) and Espresso (enhance)</p> <p><i>Mary Kay®</i> Eyeliner in MK Deep Brown</p> <p><i>Mary Kay®</i> <i>Ultimate Mascara™</i> in Black</p> <p><i>Mary Kay®</i> Volumizing Brow Tint</p> <p><i>Mary Kay Chromafusion®</i> Contour</p> <p><i>Mary Kay®</i> Gel Semi-Matte Lipstick in Trademark Pink</p>	<p>Recreate the makeup artist look: Blur the Lines. Then snap a selfie of the final look.</p> <p>Follow along in a short tutorial on Product Central.</p>	<p>I'm embracing my natural beauty with this makeup artist look! ✨ #MKYourPower</p> <p>Personalize your post by answering the questions below!</p> <p><i>How does this look make you feel? Which of your features do you think it accentuates? Call out one or two of the Mary Kay® products you used. When or where would you wear this look?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Thursday, March 31	Limited-Edition† <i>Mary Kay</i> ® Masking Minis	In bright lighting, hold the mini masks in your hand to show the size, or style the mini tube next to the full-sized tube.	<p>I always find time to celebrate a mini-masking moment! 🎉 #MKYourPower</p> <p>Personalize your post by answering the questions below!</p> <p><i>How does this set help you maximize your “me” time? When do you like to use it (while you’re at home or on the go)? Share the benefits of each mask. Who would enjoy receiving this set as a gift?</i></p>

†Available while supplies last

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GET READY FOR APRIL!

Jump-start your social media planning for next month by adding these posts to your calendar!

MARY KAY® APRIL 2022 SOCIAL MEDIA PLAYBOOK #MKYourPower

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Monday, April 4	Limited-Edition† Mary Kay® Hand Cream Minis	Snap a photo of what's in your purse with one or two of the hand cream minis.	<p>What's in my bag? 🛍️ Hydrating hand cream! #MKYourPower</p> <p>Personalize your post by answering the questions below!</p> <p><i>When do you like to pause and pamper throughout your day? How does your skin feel after using the hand cream? Which scent do you like best? Describe the notes.</i></p>
Wednesday, April 6	Mary Kay® Oil- Free Hydrating Gel	Visit the Skin Care Topic in the Mary Kay® Digital Library powered by Hootsuite Amplify to download, share or schedule your image!	<p>I just can't get enough of this hydration hero! 😊 #MKYourPower</p> <p>Personalize your post by answering the questions below!</p> <p><i>How has this product helped you balance your skin's moisture? Call out one or two of the key ingredients. When do you apply it during your skin care routine? How quickly does it absorb?</i></p>