

MARY KAY®  
**MAY 2021 SOCIAL MEDIA PLAYBOOK**  
**#MKMustHaves**

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
<p>Tues., May 4</p>	<p>Your favorite <i>Mary Kay</i>® giftables for Mother's Day</p>	<p>Style your selected giftables in a basket, cute bag or floral mug. Consider including a Mother's Day card. Take a straight-on photo.</p>	<p>Who runs the world? Moms! This Sunday, treat the women in your life to blissful gifts that provide a spalike escape or mood-boosting color that celebrates their inherent beauty. ❤️</p> <p><i>(List the featured gifts.)</i></p> <p>Which product would your mom adore? #MKMustHaves #MothersDay</p>
<p>Thurs., May 6</p>	<p>Your favorite <i>Mary Kay</i>® serum</p>	<p>Take a selfie with your fave serum posed next to your face.</p>	<p>The secret to beautiful skin is in the serum. 💧</p> <p><i>(What does this serum do for you? What do you love most about it?)</i></p> <p>Do you have a favorite serum? #MKMustHaves</p>
<p>Mon., May 10</p>	<p>Your most used <i>Mary Kay</i>® skin care set</p>	<p>Style your skin care set on a flat surface. Add visual interest with flowers or bath accessories. Take a photo from above.</p>	<p>Say hello to an innovative set that helped my complexion do an about-face!</p> <p><i>(What does this set do for your skin? What do you love about it? How long have you been using this set?)</i></p> <p>#MKMustHaves</p>

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
<p>Wed., May 12</p> <p>Mary Kay Ash's Birthday</p>		<p>Celebrate Mary Kay Ash's birthday by posting a photo that inspires you, an inspirational quote or an image from <a href="#">Digital Assets</a>.</p>	<p>Happy birthday, #MaryKayAsh! 🎉</p> <p><i>(How has Mary Kay Ash inspired you? What is your favorite piece of advice or quote from Mary Kay Ash?)</i></p> <p>Comment with the date of your birthday so I can celebrate you, too! 😊 #MKMustHaves</p>
<p>Sat., May 15</p>		<p>Film a short video or Instagram Reels to tell us why your Mary Kay business fits your life.</p> <p>Some things to consider including in your video:</p> <ul style="list-style-type: none"> <li>- Share your why.</li> <li>- How does your Mary Kay business fit your lifestyle?</li> <li>- What have you earned as a result of working your Mary Kay business?</li> <li>- What is your favorite part of your Mary Kay business?</li> </ul>	<p>Why did I choose a Mary Kay business? It just fits! ❤️</p> <p>#MyMKLife #MKMustHaves</p>

# TIP

Some Instagram accounts are seeing up to **66% more engagement** on Reels videos than their regular video posts.

Ready to learn how to create your own Reels? Check out the latest video series featured on Social Media Central about [How to Create Instagram Reels](#).

*Mary Kay InTouch*® > Resources > Digital Zone > Social Media Central > Videos

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Sun., May 16	<i>Mary Kay</i> ® Micellar Water	Take a Boomerang of you holding the bottle and playfully wiggling it in front of the camera or moving it away from the camera and into focus.	Introducing the next wave in skin care! 🌊 New <i>Mary Kay</i> ® Micellar Water is the perfect complexion refresh when you need a quick cleanse on the go or you want to double cleanse. Simply sweep a saturated cotton pad across your face to... <ul style="list-style-type: none"><li>💧 Attract impurities.</li><li>💧 Help break down face makeup.</li><li>💧 Gently cleanse skin.</li><li>💧 Leave skin hydrated.</li><li>💧 Refresh with a rinse-free formula.</li></ul> #MKMicellarWater #MKMustHaves

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Tues., May 18	Limited-Edition <sup>†</sup> <i>Mary Kay Unlimited</i> <sup>™</sup> Lip Gloss in Confident Pink and Hopeful Lilac	Place lip glosses on a solid background. Take a flat-lay pic from above.	Gloss up and give back with the power of pink! 💕 In the United States, from April 26 – Aug. 15, 2021, \$1 will be donated from each sale of the <i>Mary Kay Unlimited</i> <sup>™</sup> Lip Gloss in Confident Pink and Hopeful Lilac to Pink Changing Lives <sup>®</sup> . #MKMustHaves
Fri., May 21	Limited-Edition <sup>†</sup> <i>Mary Kay</i> <sup>®</sup> Body Care Set in Sparkling Cherry	Stand products on a clean countertop or tray. Take a straight-on shot.	Usher in summer with a sparkling blend of bold and bright sparkling cherry, soft creamy florals and warm vanilla musk featured in this indulgent body care set. 🌸 It's perfect for delivering your daily dose of self-care this season. #MKMustHaves

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†Available while supplies last

\*Available from participating Independent Beauty Consultants only and while supplies last