

SOCIAL MEDIA PLAYBOOK

JAN. 1-31, 2025

#MKJUSTADDOONE



If you want to take your skin care selling to the next level and start the new year strong, there is an exciting opportunity for you – the #MKJustAddOne Challenge.

Whether your customers are steadfast to their *Mary Kay*® regimens or complete newbies to skin care, there is an opportunity to encourage all your customers to just add one more *Mary Kay*® skin care product to their routines. Simply ask your customers to add one more *Mary Kay*® skin care product to their routines, and then invite two of their friends to do the same for three weeks!

Ask everyone who participates to keep one another and themselves accountable by posting on social media with the new *Mary Kay*® skin care product they are using and include the #MKJustAddOne hashtag in their caption! They can also tag @marykayus on Instagram and TikTok or @marykay on Facebook for the chance to have their posts reshared to the U.S. brand channels.

You can start this challenge whenever you are ready! We encourage you to start reaching out to your customers now to take advantage of the “new year, new me” mindset so many people have top of mind throughout the month of January. To help you take advantage of this exciting opportunity, we have created digital assets AND prewritten captions for you to post on your social media channels. Scroll through the “Just Add One” category in the Digital Image Library on *Mary Kay InTouch*® to download these assets, and then copy and paste the captions shown below to your Facebook or Instagram account. Let’s go win with skin and start 2025 strong!



PHOTO/VIDEO



You can access these images in the “Just Add One” category in the Digital Image Library.

SOCIAL MEDIA POSTS TO SHARE PRIOR TO THE CHALLENGE

Promote #MKJustAddOne to your customers on social media to work with them to find which *Mary Kay*® skin care product they should add to their routines.

CAPTION

Copy Direction

There’s no better time to start crushing your skin care goals than the present, so let’s kick off the #MKJustAddOne Challenge! 🥳

I challenge you all to try 1 new Mary Kay skin care product for 3 weeks! And since challenges are more fun – and successful! – with company, I’m asking you to invite 2 friends to join you in trying a new skin care product!

Tag your besties below who you challenge to join you. 🙌 I can work with you to find the perfect product to add to your skin care routine! Send me a DM on what skin care product you are interested in trying!

@marykayus

Personalize your caption by answering the questions below!

What new Mary Kay® skin care product are you trying for 3 weeks?

What are your skin care goals for the new year?

PHOTO/VIDEO

1 PRODUCT + 2 FRIENDS + 3 WEEKS = SKIN GOALS #MKJustAddOne

WHICH PRODUCT SHOULD YOU SAY YES TO?

ARE YOU A ...

SKIN CARE

newbie

SKIN CARE

pro

LIKE NEW
NEW?



START WITH
cleanser

BUT I DO
WASH MY
FACE



GIVE *makeup
remover* A GO

I'M DEDICATED
TO MY BASIC
REGIMEN



ADD *eye cream*
TO YOUR ROUTINE

MORE IS MORE
IS MY MOTTO



LET'S TALK
next-level
SOLUTIONS!

MARY KAY

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SOCIAL MEDIA POSTS TO SHARE PRIOR TO THE CHALLENGE

Promote #MKJustAddOne to your customers on social media to work with them to find which *Mary Kay*® skin care product they should add to their routines.

POSTING INSTRUCTIONS

Post this image to your Instagram Stories since it's a more vertical asset. @ tag several customers in the Story who you think should participate in this challenge! Post this at the same time as the in-feed post found before this one so they complement each other.

Don't forget to also tag @marykayus in this post! You can also add this to your Facebook Stories and tag @marykay.

SOCIAL MEDIA POSTS TO SHARE AT THE CHALLENGE KICKOFF

Post multiple Instagram Stories frames to reinforce the purpose of this challenge and to encourage your customers to track their progress on social media.

POSTING INSTRUCTIONS

Post all of these images at the same time to your Instagram Stories to initiate kickoff of the #MKJustAddOne Challenge. Tag @marykayus and include the #MKJustAddOne hashtag as stickers on all frames. You can also add these to your Facebook Stories and tag @marykay.

Frame 5: If you are also participating in the #MKJustAddOne Challenge, post this tracker to your Stories daily, and add in text with your progress to incentivize others!


Frame 6: Drop in a Questions sticker on your Story with a question such as “What Mary Kay product are you adding to your routine?” This way, their answers will be sent to your Messenger so you can help them receive their new product!

PHOTO/VIDEO

1


Skin Care
💛
Self-Care

But not everyone makes time for it



MARY KAY

2




I'm starting the

#MKJUSTADDONE

Challenge

MARY KAY

3



MARY KAY

Add 1 new product to your routine

+

Ask 2 friends to join

+


Stick with it for 3 weeks

=

Reach your skin goals

4

Screenshot the next frame to track your progress along the way.



Share the tracker to your Stories!

MARY KAY

5

CHALLENGE TRACKER

JUST ADD ONE

MY PRODUCT

MY FRIENDS

&

MY DAILY PROGRESS

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21


SHARE YOUR PROGRESS:
#MKJustAddOne

MARY KAY

6

Ready to join the fun?

#MKJustAddOne



MARY KAY

You can access these images in the “Just Add One” category in the Digital Image Library.

SOCIAL MEDIA POSTS TO SHARE FOR WEEKLY CHECK-INS

Post multiple Instagram Stories frames to reinforce the purpose of this challenge and to encourage your customers to track their progress on social media.

PHOTO/VIDEO



You can access these images in the “Just Add One” category in the Digital Image Library.

POSTING INSTRUCTIONS

At the end of each week of the challenge, share the corresponding weekly image to your Instagram Stories and @ tag your customers who are participating to recognize that they are 1, 2 or 3 weeks complete with the challenge. Also tag @marykayus for extra visibility in these Stories!

SOCIAL MEDIA POSTS TO SHARE AT THE END OF THE CHALLENGE

Take to social media to share your customers’ amazing results from participating in the #MKJustAddOne Challenge!

PHOTO/VIDEO

Post a carousel or multiphoto post in-feed on Instagram and/or Facebook showcasing selfies of your customers and their friends holding up the *Mary Kay*® skin care product they used for the #MKJustAddOne Challenge.

POSTING INSTRUCTIONS

Copy Direction

#MKJustAddOne is done, and it’s time to celebrate the journey so many of you took toward reaching your skin care goals! 🙌 I’m all about progress over perfection, so let me know in the comments below what you learned along the way and how you plan to keep celebrating the skin you’re in all year long! 🙌

Social Media Tip

Don’t forget to tag @marykayus on Instagram or @marykay on Facebook for the chance to be reposted!

Personalize your caption by answering the questions below!

How many of your customers participated in this challenge? What results did your customers see after participating? Did you try a new skin care product for 3 weeks? If so, what were your results?