

MARY KAY

# NEW INDEPENDENT BEAUTY CONSULTANT SOCIAL MEDIA PLAYBOOK

Welcome to your beautiful new business! The support you need to start connecting with potential customers through social media is right here. You can use this social media playbook as your personal guide to help promote your Mary Kay business during the first 30 days of your new adventure.

Give yourself a great start with resources, tips and selling techniques found under [New Independent Beauty Consultants](#) on *Mary Kay InTouch*®.

*Mary Kay InTouch*® > Education > New Independent Beauty Consultants Start Here

Before posting, visit [Social Media Central](#) on *Mary Kay InTouch*® to familiarize yourself with the Social Media Checklist, Social Media Guidelines and recent videos.

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

The most important guideline to understand before posting is the difference between an *informational* message and a *commercial* message.

- *Informational* messages show your love for a *Mary Kay*® product or enthusiasm for your Mary Kay business. These messages can be posted on a *personal* or *business page*.
  - Example: I love this *Mary Kay*® lipstick! I'm wearing the shade Red Stiletto.
- *Commercial* messages ask an individual to engage in business with you. These posts may include prices, promotions or team-building information. These messages can only be posted to a *business page* or *group*.
  - Example: I love this *Mary Kay*® lipstick! Buy it from me for only \$18!

## HOW TO USE THIS PLAYBOOK

Below, you will find instructions for creating your own photos and videos. These are only guidelines, and you should feel free to use your own creativity when styling or setting up these photos.

Most of the captions include prompts in *italics*. Complete these portions of the caption to personalize your post. Your captions should feel authentic to you.

### EXAMPLE PROMPT:

Meet the best part of my skin care routine, (*insert product name*).

(*How often do you use this product? Where does it fit in your routine? What benefits have you seen in your skin while using it?*)

Want your own personalized skin care routine? Contact me for a consultation!

### EXAMPLE CAPTION:

Meet the best part of my skin care routine, Mary Kay® Hydrogel Eye Patches. I have been using these hydrating eye patches twice per week. After I wash my face at night, I pop on two of the sparkly pink gel patches and relax for 20 minutes before finishing my skin care routine. After using, my eyes feel cooled and refreshed. Want your own personalized skin care routine? Contact me for a consultation!

	PHOTO/VIDEO	CAPTION
Day 1 Business Page	Grab the “I Chose Mary Kay” sign from your Starter Kit or New Independent Beauty Consultant Sample Pack. Or you can download the sign from <i>Mary Kay InTouch</i> ® > Resources > Digital Assets > New Consultant Tools/Apps. Pose and take a selfie while holding the sign.	<p>Open for business! 🛒 I have chosen to start my own Mary Kay business because...</p> <p><i>(Tell us why you chose to start your own Mary Kay business. Why do you think you will be a good Mary Kay Independent Beauty Consultant? What are you most excited about? What do you want to accomplish with your Mary Kay business?)</i></p> <p>If you would like to shop Mary Kay® products with me, visit my website: <i>(link to your Mary Kay® Personal Web Site)</i></p>
Day 1 Personal Page	Use the same photo or downloaded image from the previous post.	<p>I am so excited to announce that I have started my own Mary Kay business!</p> <p><i>(Why did you choose Mary Kay? Which products have you tried? What are you most looking forward to with your new business?)</i></p> <p>Please follow along on my new business page for all things beauty and skin care, and drop a 💖 in the comments to let me know that you followed! <i>(link to your business page)</i></p> <p><i>*Alternative: If you choose to have a closed group over a business page, you will have to add followers into the group. Use this caption instead:</i></p> <p>Please comment below if you would like to be added to my VIP customer group!</p>

# TIP

Not comfortable creating your own photos or videos? Download the [Social Media Photo & Video Tips](#). This guide will coach you through the basics of props, angles, lighting and cropping.

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

You can also download Company-approved images from [Digital Assets](#) or the [Digital Library](#).

*Mary Kay InTouch*® > Resources > Digital Assets

*Mary Kay InTouch*® > Resources > Digital Zone > *Mary Kay*® Digital Library

	PHOTO/VIDEO	CAPTION
Day 3 Business Page	<p>Take your favorite <i>Mary Kay</i>® product and hold it in your left hand. Snap a photo of the product with your right hand. Make sure that the background of your photo is neat and tidy.</p> <p>If you do not have product on hand, you can download product photos from Digital Assets or the Digital Library. You may also find photos or videos on the MaryKayUS social media pages, which you can share to your own social media pages.</p>	<p>What is the most exciting part of starting a new Mary Kay business? The products, of course! <i>(Insert product name)</i> is my favorite Mary Kay® product because...</p> <p><i>(Tell us why this Mary Kay® product is your favorite. When did you discover this product? How often do you use it? Is there anything else interesting about this product that you would like to share?)</i></p> <p>To shop this product and many more, check out my website: <i>(link to your Mary Kay® Personal Web Site)</i></p>
Day 5 Business Page	<p>Take a selfie while holding a <i>Mary Kay</i>® skin care product near your face, such as the <i>TimeWise</i>® Age Minimize 3D® 4-in-1 Cleanser. Be sure to flash a big smile to show that you are excited for your party!</p> <p><i>Visit Mary Kay InTouch</i>® &gt; Education &gt; Party Central &gt; Grand Opening for more information on hosting a launch party for your business.</p>	<p>You are invited to my Mary Kay® launch party! 🎉</p> <p><i>(Include details on how followers can attend your launch party. Will it be in person or via Facebook Live? Describe when and where the party will take place. What can attendees expect to learn?)</i></p> <p>Write a comment below if you plan on attending, and let me know what you would like to see during my launch party!</p>

	PHOTO/VIDEO	CAPTION
Day 5 Personal Page	<p>Share the previous post from your business page to your personal page. Sharing posts from your business page to your personal page should not be frequent. Save this option for big announcements or special occasions.</p> <p>If you are using a closed group for customers, you will not be able to share posts from the group publicly.</p>	<p>I'm hosting a fun launch party to celebrate the grand opening of my new Mary Kay business! Don't forget to follow my new Mary Kay business page too!</p>

## TIP

Ready to host your first virtual skin care party? Download the [Digital Party Social Media Playbook](#) for post prompts that help build excitement and create buzz on social media leading up to a virtual party.

Mary Kay InTouch® > Resources > Digital Zone > Social Media Central > Social Media Playbooks

	PHOTO/VIDEO	CAPTION
Day 10 Business Page	<p>Include a <i>Mary Kay</i>® shipping box in the photo. This could be the box that your Starter Kit was shipped in or an order fulfillment box. Place a new product that you recently discovered either in the box surrounded by pink tissue paper, or set the product on a tabletop with the shipping box in the background. Snap a photo.</p>	<p>One of the best parts about being a Mary Kay Independent Beauty Consultant is discovering new products.</p> <p><i>(Tell us about a new product that you discovered in your Starter Kit, sample pack or from your first order. What does this product do? What is your favorite thing about this product? How do you use it?)</i></p> <p>Let me know if I can help YOU discover a new product that I know you will love!</p>
Day 14 Business Page	<p>Take any pink <i>Mary Kay</i>® product that you have on hand. Include product incentives that a hostess may receive for hosting a skin care party with you. (This could be samples, full-sized product or a gift-with-purchase item.) Decorate the scene with party streamers or confetti, then take a picture.</p>	<p>Stop your scroll! Did someone say FREE stuff? I did! Host a Mary Kay® virtual party with me, and you could earn Mary Kay® products and gifts while you hang out with your friends online. I'd call that a no-brainer! Message me if you would like details.</p> <p></p>

	PHOTO/VIDEO	CAPTION
Day 14 Personal Page	Use the same photo or downloaded image from the previous post.	There are so many perks for hosting a Mary Kay® skin care party! Are you interested in becoming a hostess? Don't forget to follow my new business page to stay up to date on all of the latest offerings from Mary Kay! <i>(link to your business page)</i>
Day 18 Business Page	Place the most recent issue of <i>The Look</i> on a flat surface. Add an assortment of two or three products laying around the catalog or just overlapping the corners of the catalog. Take a photo from 10–12 inches above the scene.	Who needs an issue of <i>The Look</i> ? Post a comment below, and I can mail one your way. Or you can flip through a digital version of the catalog right here: <i>(link to the eCatalog available on your Mary Kay® Personal Web Site)</i>

## TIP

After posting, remember to engage! Like or reply to any comments that you receive. Follow up with customers who are interested in products via direct message. Occasionally, include a call to action in your posts. This invites users to answer a question like, “Which shade is your favorite?” or interact with your posts like, “Drop a 😊 below if you love this shade.” A call to action can increase engagement on your posts, and increased engagement can help more people see your posts.

	PHOTO/VIDEO	CAPTION
Day 22 Business Page	Take your favorite <i>Mary Kay</i> ® skin care product, and lay it on a flat surface, such as a bathroom countertop. Style the photo with a fluffy, white hand towel, cotton swabs or small florals. Hold your phone or camera 8 inches above the product, and snap a flat lay photo.	Meet the best part of my skin care routine, <i>(insert product name)</i> .  <i>(How often do you use this product? Where does it fit in your routine? What benefits have you seen in your skin while using it?)</i>  Want your own personalized skin care routine? Contact me for a consultation! <i>(link to your Mary Kay® Personal Web Site)</i>

# TIP

Here are a few things that you should never, under any circumstances, post on social media:

- FREE car, FREE jewelry, FREE gift. (These rewards are *earned*. They are not free!)
- Overinflating your sales or lifestyle.
- Selling product on your personal social media page.
- Targeting paid advertisements to noncustomers.
- Using a celebrity image or copyrighted image to promote your Mary Kay business.
- Any statements, representation or claims about how much you or any Independent Sales Force Member earns working a Mary Kay business. The earning potential of a Mary Kay business requires context that just cannot be adequately provided on social media and the internet.

	PHOTO/VIDEO	CAPTION
Day 26 Business Page	Take your favorite <i>Mary Kay</i> ® makeup product, and place it on a simple, colorful background. You could use posterboard, scrapbook paper or wrapping paper to create a seamless backdrop. Now take a photo of the product.	My makeup doesn't feel complete without <i>(insert product name)</i> .  <i>(Tell us about this product. How do you use it? Is this product new to you or an old favorite? Who would you recommend this product to?)</i>  Contact me to try it for yourself: <i>(link to your Mary Kay® Personal Web Site)</i>
Day 30 Business Page	Apply your <i>Mary Kay</i> ® <i>Ultimate Mascara</i> ™ (or any other <i>Mary Kay</i> ® mascara) to one eye. Leave the other eye without mascara. Take a close-up selfie, and focus on your eyes. Be sure to give a soft smile to the camera and look happy!	Now this is the ultimate before and after! Just look at the <i>(pick one: volume, length, definition)</i> that this <i>(insert mascara name)</i> gives my lashes. 😊  <i>(Describe the brush on this mascara wand. How does the mascara apply? How many coats did you apply? Is it waterproof? What is your favorite part of this mascara?)</i>  What are you looking for in a mascara: volume, length or definition? #MKBeforeAndAfter

You did it! You made it through the first 30 days of your Mary Kay business. Now what?

Download the monthly social media playbooks for more prompts just like these, and keep up the momentum!

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

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