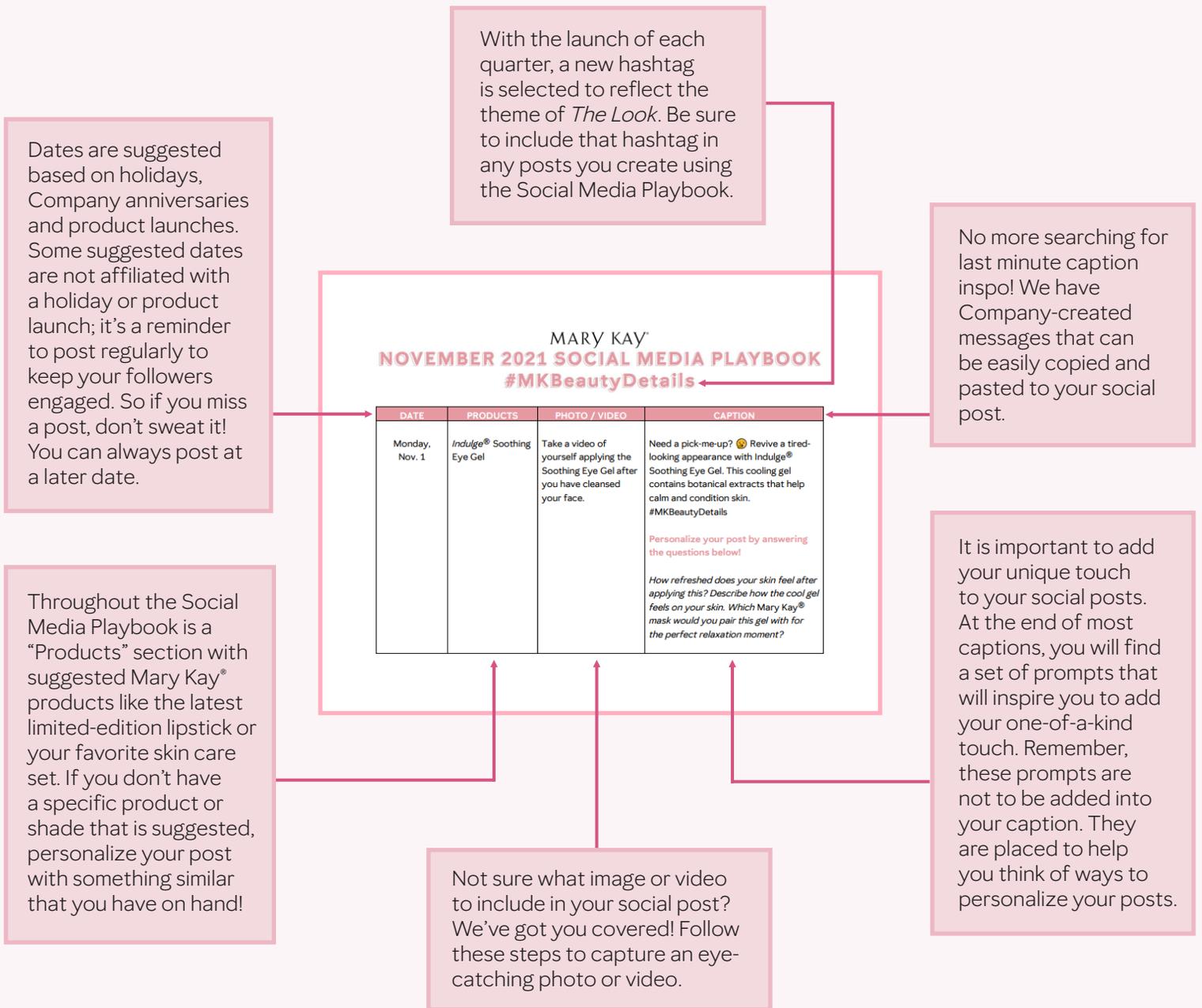


SOCIAL MEDIA PLAYBOOK 101

Social Media Playbooks are designed to spark your creativity and help you build original posts that are all your own. Easily plan, personalize and publish social posts each month by following the Social Media Playbook.



WHAT'S NEW?

Learn how to share a social post from the *Mary Kay*® Digital Library by watching the latest [Social Tip of the Month](#). Sharing these posts can be excellent ways to supplement the content you create on your own and when you use the Social Media Playbooks. You can also schedule your social posts in advance with the scheduling feature to help stay consistent! Visit Social Media Central on *Mary Kay InTouch*® to begin sharing today.

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

Stay up to date with the latest social tips and trends included throughout each Social Media Playbook.

PLAN AHEAD

Enjoy planning your social content in advance? Scroll to the bottom of the Social Media Playbook to get a sneak peek of the following month's posts.

GET READY FOR DECEMBER!

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

MARY KAY® DECEMBER 2021 SOCIAL MEDIA PLAYBOOK #MKBeautyDetails

DATE	PRODUCTS	PHOTO / VIDEO	CAPTION
Wednesday, Dec. 1		Take a selfie in your festive attire as you get into the holiday spirit.	Let the holiday countdown begin! 🎉 It's officially the most wonderful time of the year! 🎁 How are you getting into the holiday spirit? #MKBeautyDetails <i>Personalize your post by answering the questions below!</i> <i>What are you most looking forward to this month? How do you plan to end the year on a bright note?</i>

For more social media tips visit [Social Media Central on Mary Kay InTouch](#)®

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