

MARY KAY®

OCTOBER 2022 SOCIAL MEDIA PLAYBOOK

#MKGIVEJOYFULLY

Rock October and take advantage of all the great incentives offered to Beauty Consultants this month. Being consistent with posting to social media can be a great way to attract more sales and potential new team members! Promote limited-time specials to start a Mary Kay business in October on your Instagram or Facebook stories or feed, but only to your Mary Kay Facebook Business Page or Instagram Business Page, or in a customer Facebook group. Otherwise, you can share via direct message, text message or email with individual prospects. Click [here](#) to download a social post and begin rocking October!

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Tuesday, Oct. 4	Limited-Edition† <i>Mary Kay</i> ® Highlight Brush & Contour Sponge Set Limited-Edition† <i>Mary Kay</i> ® Vinyl Shine Liquid Lip Set List the <i>Mary Kay</i> <i>Chromafusion</i> ® products you would use to create this look as well: Contour and Highlighter.	Take a short video or Instagram Reel of yourself creating a makeup look with these products. Be sure to hold the product to the camera before applying so your audience can see clearly what makeup you are using to complete your look.	I'm ready to shine! ✨ My makeup is glowing with these limited-edition sets. Here's a behind-the-scenes peek of how I created my look. #MKGiveJoyFully Personalize your post by answering the questions below! <i>What inspired your look? How did the makeup tools help you achieve your vision? Share how convenient these products are (ex: fit in makeup bag, use for touch-ups, etc.). Which shade from the Vinyl Shine Liquid Lip Set did you apply? What other Mary Kay® products are you using in your look?</i>

REMINDER

If you don't have something nice to say, don't say it on social media! If you would like to provide the Company with feedback on a product or promotion or if you would like to request that we bring back a product- please contact customer service at 1-800-272-9333. The comment section on @marykayus social media pages should be reserved for positive, uplifting conversation.

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Saturday, Oct. 8</p>	<p>Limited-Edition+ Blissful Pomegranate <i>Satin Hands</i>[®] Pampering Set</p>	<p>Take a Boomerang holding the set.</p>	<p>Prepping my hands for colder weather is as easy as 1, 2, 3!  Step 1: Protect and prepare with the Satin Hands Protecting Softener.  Step 2: Refine and polish with Satin Hands Satin Smoothie Refining Shea Scrub.  Step 3: Nourish and soothe with Satin Hands Nourishing Shea Cream.</p> <p>This Satin Hands Pampering Set is available in a Blissful Pomegranate scent for a limited time. 🛁 I know your spa-loving friends are going to enjoy it as much as I do! #MKGiveJoyFully</p>
<p>Monday, Oct. 10</p> <p>Breast Cancer Awareness Month</p>	<p>Your favorite pink <i>Mary Kay</i>[®] products</p>	<p>Take your favorite pink <i>Mary Kay</i>[®] products, arrange them in a pile like this, and snap a photo.</p> <p>OR</p> <p>Visit the Holidays topic in the <i>Mary Kay</i>[®] Digital Library powered by Hootsuite Amplify to download, share or schedule an image.</p>	<p>I'm thinking pink in honor of Breast Cancer Awareness Month. 🎀 This special month is when we show our support for a cause that was near and dear to Mary Kay Ash's heart. ❤️ Since 1996, the Mary Kay Ash Foundation has invested more than \$24 million in cancer research grants.</p> <p>#MKGiveJoyFully</p>

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<p>Thursday, Oct. 13</p>	<p>Limited-Edition† <i>Mary Kay</i>® Vinyl Shine Liquid Lip Set</p>	<p>Take four selfies wearing each of the four shades. Create a carousel or photo collage.</p>	<p>I'll be shining bright all night with these new shades! 😄 Thanks to the precision applicator, I can get selfie-ready in just a swipe.</p> <p>I'm having a tough time deciding which shade is my fave! 📌 Drop a comment below, and let me know yours. #MKGiveJoyFully</p> <p>Personalize your post by answering the questions below!</p> <p><i>How does the moisturizing formula feel on your lips? List the shade names in the order you are wearing them in the photos. Share what type of makeup look (ex: glam, colorful, neutral, etc.) you would wear with each one.</i></p>
<p>Sunday, Oct. 16</p>	<p><i>Mary Kay Perfect Palette</i>®</p> <p>AND</p> <p>Your favorite shades of <i>Mary Kay Chromafusion</i>® Contour, Highlighter or Blush</p>	<p>On a flat surface, create a product pile of your <i>Mary Kay</i>® makeup essentials (mascara, lip gloss, lipstick, etc.). Place the palette in the center of the pile so it stands out. Take a picture or a Boomerang going toward the product pile and then away from it.</p>	<p>I adore the <i>Mary Kay Perfect Palette</i>! This must-have color centerpiece is:</p> <ul style="list-style-type: none"> 🌍 A great sustainable beauty option. 🔄 Refillable and customizable. 👛 Perfectly sized to fit in my purse. <p>Want to learn more? 👁️ Click the link for more info on <i>Mary Kay</i>'s low-waste makeup palettes. https://youtu.be/5sesfjFqh8s #MKGiveJoyFully</p>

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DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Wednesday, Oct. 19	Limited-Edition† <i>Mary Kay</i> ® Masking Minis	Lay the Masking Minis on a flat surface, and style them with their box and other gifting materials such as ribbon, wrapping paper or tissue paper. Snap a picture. PRO TIP: Lay down a piece of wrapping paper to use as a cute and clean background.	Give the gift of a petite pampering session! 🛁 The new limited-edition Mary Kay Masking Minis make a great gift for girls (and guys) who are always on the go. #MKGiveJoyFully Personalize your post by answering the questions below! <i>When could someone use this travel-friendly set? Share how your skin looks and feels after you use each mask. What other holiday products would you bundle with the set?</i>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Friday, Oct. 21	<p><i>Mary Kay</i>[®] Essential Brush Collection</p> <p>AND</p> <p><i>Mary Kay</i>[®] Brush Cleaner</p>	<p>Take a short video or Instagram Reel of yourself cleaning your makeup brushes with the Brush Cleaner by your vanity or bathroom sink.</p>	<p>This is your reminder to clean your makeup brushes! Brushes can last longer and have better color application when they are cleaned properly and frequently.</p> <p>Need a helping hand? 🙌 Watch this video to see my cleaning routine! #MKGiveJoyFully</p>
Tuesday, Oct. 25	<p>Limited-Edition† <i>Mary Kay</i>[®] Beauty Box</p>	<p>Take all the products out of the box and place them in your arms like this. Snap a picture, and be sure to get the box in frame. You can place it below your arms or in the background.</p>	<p>Check out this gorgeous haul from my #MaryKayBeautyBox! 😍 I'm amazed at the variety of products and value of this beauty-full box. #MKGiveJoyFully</p> <p>Personalize your post by answering the questions below!</p> <p><i>List the products and samples included in the box. When would you use each of them? How can they help boost your makeup look and "me" time? Highlight the value and savings of the box (\$57 worth of suggested retail products for only \$48). Who would enjoy trying this box or receiving it as a gift?</i></p>

REFRESH YOUR SOCIAL MEDIA KNOWLEDGE!

Whether you're new to social media or you're already a social media superstar, you can find the resources, tips and tricks to help you grow your Mary Kay business using social media the right way! Start with the [Social Media Dos and Don'ts](#) for legal tips on how to post.

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Thursday, Oct. 27	Mary Kay® Silky Setting Powder	Place all the different shades of powder you have on a single flat surface, and snap a photo.	<p>Have you heard? 🤔 Mary Kay Silky Setting Powder is an award-winning product! ESSENCE and People en Español both named this product as one of the BEST in their annual beauty awards. 🏆 #MKGiveJoyFully</p> <p>Personalize your post by answering the questions below!</p> <p><i>What do you like about Mary Kay® Silky Setting Powder? How does it enhance your look? Which shade do you wear? Do you like to wear it alone or layer it with another product (Mary Kay® CC Cream or foundation)?</i></p>
Sunday, Oct. 30		<p>Create a graphic with your favorite quote from Mary Kay Ash that inspires you.</p> <p>PRO TIP: Less is more! Keep it simple with the quote and a couple of graphic elements such as hearts or stars.</p> <p>OR</p> <p>Visit the Mary Kay Ash topic in the Mary Kay® Digital Library powered by Hootsuite Amplify to download, share or schedule an image.</p>	<p>Mary Kay Ash said it best! 💬 This is one of my all-time favorite quotes of hers.</p> <p>I'd love to know what inspires you! 🌈 Share your favorite quote with me below.</p> <p>#MyMKLife #MKGiveJoyFully</p> <p>Personalize your post by answering the questions below!</p> <p><i>Why is this quote special? What does it mean to you? How do Mary Kay Ash's words inspire you? How do you use this motivation to work your business full circle and share the opportunity with others?</i></p>

GET READY FOR NOVEMBER

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

MARY KAY®

NOVEMBER 2022 SOCIAL MEDIA PLAYBOOK #MKBEAUTIFULINDULGENCE

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Thursday, Nov. 3	Mary Kay® Men's fragrances AND Limited-Edition† Gift With Purchase (Dopp Kit)	Set your fragrances against a solid background with the dopp kit. Take a close-up shot of the bottles.	This season, I'm sharing a spritz of holiday magic! ✨ #MKBeautifulIndulgence Personalize your post by answering the questions below! <i>List the fragrances you're featuring in the photo. Pick one or two and describe their scents/notes. (If needed, you can reference the product pages on marykay.com.) Who would enjoy receiving these as gifts?</i>
Monday, Nov. 7	Mint Bliss™ Energizing Lotion for Feet & Legs AND Limited-Edition† Gift With Purchase (Fuzzy Socks)	Visit the Limited-Edition topic in the Mary Kay® Digital Library powered by Hootsuite Amplify to download, share or schedule an image.	I found a great way to get comfort AND joy! 📢 For a limited time, you can receive a FREE pair of fuzzy socks with the purchase of Mint Bliss Energizing Lotion for Feet & Legs. This lotion is perfect for days when you're on your feet and on the go. 🧦 #MKBeautifulIndulgence

†Available while supplies last

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