

Communicating on Social Media

AN AT A GLANCE HELPFUL TOOL

Two Ways to Communicate

Informational

A message that shows an IBC's love of Mary Kay® products and shares her honest opinions and enthusiasm about her Mary Kay business.

What is an Informational Message or Post?

"So excited to share that I just earned the use of my first Mary Kay Career Car!"

"I love how Mary Kay allows me to be my own boss!" #mymklife

"I can't believe the VOLUME that Lash Intensity Mascara added to my lashes."

"I just had the best skin care party ever! Thank you ladies for your enthusiasm and your interest in the products." #marykay

Informational: Open & Private

Your Personal Social Media Page

- Includes family, friends and acquaintances who are NOT necessarily your customers or potential customers.

Other social media and networking platforms where messages are not limited to customers (e.g. LinkedIn & Twitter)

Commercial

Any message that shows an IBC's intent to engage in business with her audience.

Commercial posts can be shared via Private channels ONLY!

What is a Commercial Message or Post?

"Start a Mary Kay business with me today."

"I love how Mary Kay allows me to be my own boss! Contact me to find out how you can do this too!"

"I can't believe the VOLUME that Lash Intensity Mascara added to my lashes. Only \$X."

"This weekend I am offering 20% off the Satin Hands® Pampering Set."

Commercial: Private Only

Your Business Social Media Page

- Includes customers, potential customers and potential team members.

Private Social Media Group

Text Messages

Email

Video Calls (e.g. Skype & Facetime)

Phone Calls

