SOCIAL MEDIA GUIDELINE UPDATES

WHAT YOU NEED TO KNOW

CHANGE #1
SOCIAL MEDIA HANDLES

OLD

Using "Mary Kay" or "MK" in social media handles was allowed on Mary Kay business accounts.

NEW

Do not use "Mary Kay" or "MK" on any of your social media handles, account names, page names, or group names.

INSTEAD...

Create a handle that's uniquely YOU.

Examples:
- @BeautifulByBeth
- @GlowWithGrace
- @SarahLovesSkincare

BENEFITS

- Builds a more personal connection
- Creates a more authentic and trustworthy presence
- Allows your personal brand to shine

CHANGE #2
INFORMATIONAL VS COMMERCIAL

OLD

Posts were categorized as:
- Informational
- Commercial

NEW

No more trying to figure out which category your post fits into.

NOW YOU CAN...

- Share your Mary Kay story naturally
- Focus on authentic experiences and product love
- Post with greater confidence!

BENEFITS

- Less confusion
- Fewer technical rules to remember
- More flexibility in how you share
- More focus on connecting with customers
- Easier to create content that feels authentic

BIO BEST PRACTICES

Clearly identify yourself as:
- Mary Kay Independent Beauty Consultant
- Mary Kay Independent Sales Director
- Mary Kay Entrepreneur

And don't forget to include your MyShop link! 🩷

WHY THE UPDATE?

- Easier to understand
- More aligned with how people use social media today
- Better protection for your business and the Mary Kay brand
- More confidence when posting and sharing online

Be You. Share Your Story. Build Connections. Grow Your Business with Confidence!