

MARY KAY SOCIAL MEDIA GUIDELINES DOS & DON'TS

PERSONAL SOCIAL MEDIA PAGES

- Includes Facebook personal profiles, Instagram personal accounts and all YouTube channels
- In a personal social media account, your followers may be your family, friends and acquaintances who want to keep in touch with you and are not necessarily interested in your Mary Kay Business.

NAMING YOUR ACCOUNT - PERSONAL

Your personal social media accounts should not contain any derivative of "Mary Kay" in the title of your page.

DO	DON'T
Jane Smith	Jane Smith, Mary Kay
@janesmith	@janesmithMK
@jsmith	@janelovesmarykay

BUSINESS SOCIAL MEDIA PAGES

- Includes Facebook Business Pages, Facebook Closed or Private Groups and Instagram Business Pages. Twitter and Pinterest do not separate personal and business accounts, so you may want to create separate accounts if you would like to promote your Mary Kay business on these platforms.

NAMING YOUR ACCOUNT - BUSINESS

While you are an active independent beauty consultant, you do have permission to use "Mary Kay" or "MK" in the title of your business social media accounts, as long as you follow these naming conventions.

DO	DON'T
Jane Smith, Mary Kay Independent Beauty Consultant	Jane Smith, Mary Kay
@janesmithMK	Jane Smith, The Best Mary Kay Consultant
@janesmithMKIBC	Jane's Mary Kay Page
@jsmithMK	@janelovesmarykay
@jsmithMKIBC	@soccermomMK
@janesMK	
@janesMKIBC	

INFORMATIONAL VS. COMMERCIAL MESSAGES

INFORMATIONAL MESSAGES

Shows your love of a *Mary Kay*® product or enthusiasm for your Mary Kay business. These messages can be posted on a personal or a business page.

- **EXAMPLE:** I love this *Mary Kay*® lipstick!

COMMERCIAL MESSAGES

Asks an individual to engage in business with you. These messages can **ONLY** be posted on a business page.

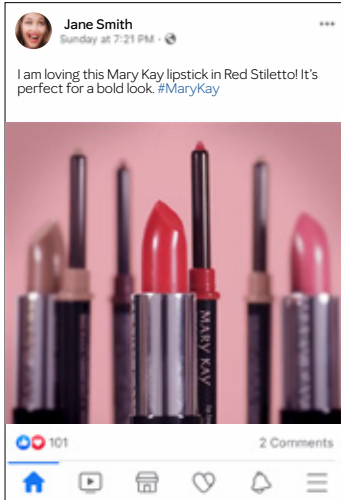
- **EXAMPLE:** I love this *Mary Kay*® lipstick! Buy it for only \$18!
- **EXAMPLE:** I love my Mary Kay business! Ask about joining my team!

WHAT CAN I POST ON A PERSONAL PAGE

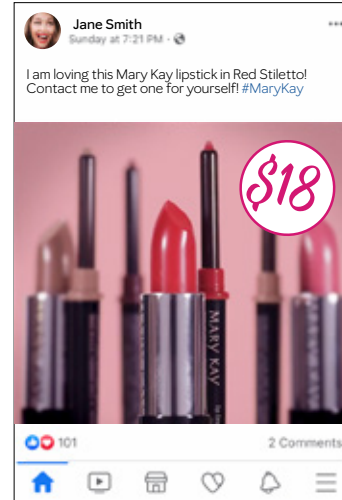
INFORMATIONAL MESSAGES

On a personal page – you should only post informational messages. You are allowed to use hashtags.

DO



DON'T

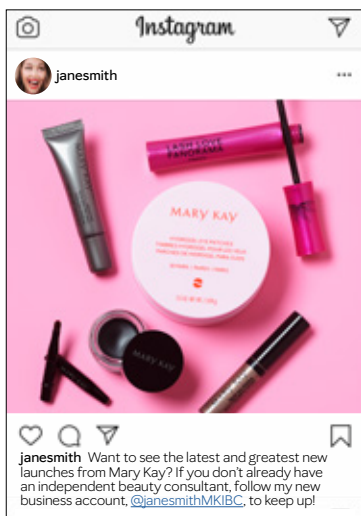


Jane should not post a message that solicits purchasing from her Mary Kay business on her **personal** social media page. She also should not include a price on per personal page. In addition, she should not use a hashtag on a message that promotes her business.

LINKING TO YOUR BUSINESS PAGE

On your personal page, you can link to your business page. However, you must be mindful that your followers may already have an independent beauty consultant, so you must include a disclaimer.

DO



DON'T



If Jane wants to create a post on her personal page that directs readers to view her business page, she must include a disclaimer for those who may already have an independent beauty consultant. Additionally, Jane should not advertise free samples or giveaways that other consultants may not have available to their customers, as this could result in taking another consultant's customer.

WHAT CAN I POST ON A BUSINESS PAGE

INFORMATIONAL MESSAGES AND COMMERCIAL MESSAGES

On a business page – you can post informational messages and commercial messages. You should not use hashtags in the commercial messages.

DO



DON'T



Jane should not use hashtags in a commercial message. Hashtags allow social media users who have not “liked” her business page or joined her group to view the post. This means that Jane could be reaching customers who already have an independent beauty consultant.

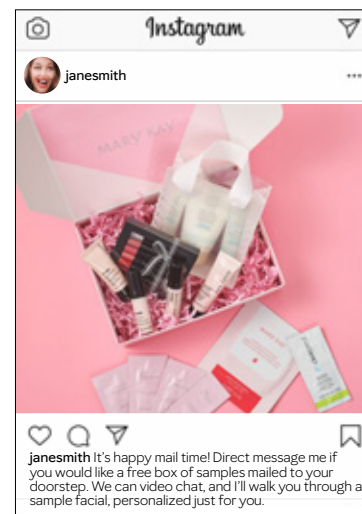
GIVEAWAYS, FREE PRODUCT, FREE SAMPLES, PROMOTIONS OR SALES

Giveaways, free product, free samples, promotions or sales can only be posted on a business page because they are commercial messages. Posting a commercial message that solicits business on a personal account is a violation of Facebook and Instagram’s commerce policy, and these platforms could deactivate your account. It is also a violation of your Mary Kay independent beauty consultant agreement.

DO



DON'T



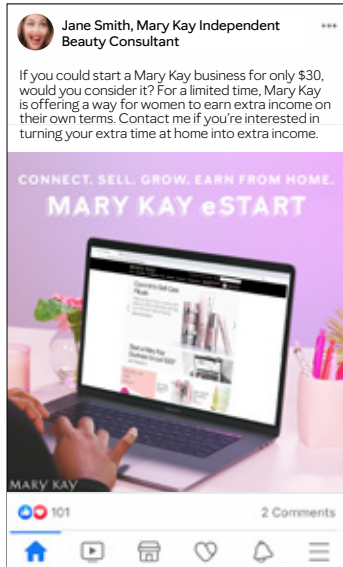
Jane’s Instagram handle indicates that this is a personal account. She should not post promotions, free products or giveaways on her personal social media accounts.

TEAM BUILDING MESSAGES

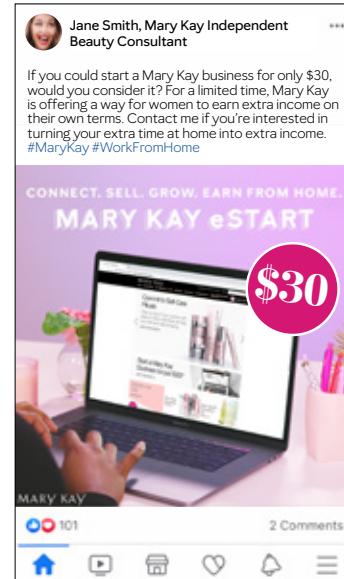
Team building messages are considered commercial messages and can only be posted on a business page.

Remember, team building and sharing the Mary Kay opportunity is never meant to be discussed in a large group or YouTube videos. It should be a personal, one-on-one discussion.

DO



DON'T



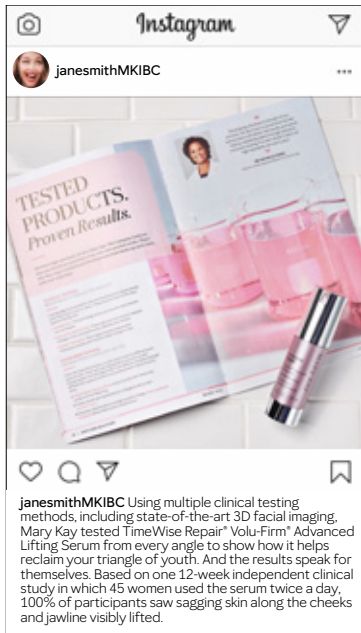
Jane was correct in posting this message on her business account, but she should not use hashtags on a commercial message. Hashtags allow social media users who have not “liked” her business page or joined her group to view the post. This means, Jane could be reaching customers who already have an independent beauty consultant. Additionally, Jane altered the Digital Asset provided by the Company, which is not allowed. Any images that the Company provides to you in Digital Assets or Digital Posts should not be altered in any way.

PRODUCT CLAIMS

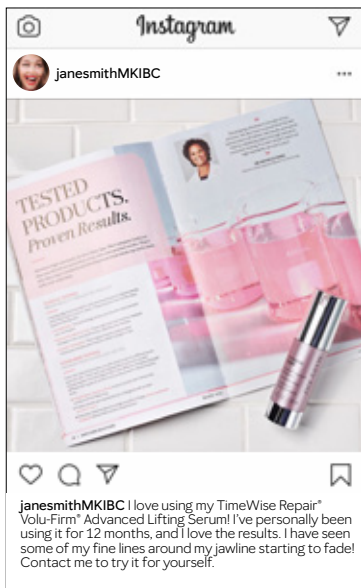
If you would like to talk about the benefits, results or ingredients of a product, you should use the exact supported claims published by the Company, which are available in product fact sheets found under Product Central or on marykay.com. Making claims that have not been tested and supported by the company could open the door for FTC and federal regulators to take legal action against you and/or the Company.

You should feel free to share your own opinion and personal experience with a product, as long as you are truthful and accurate.

DO

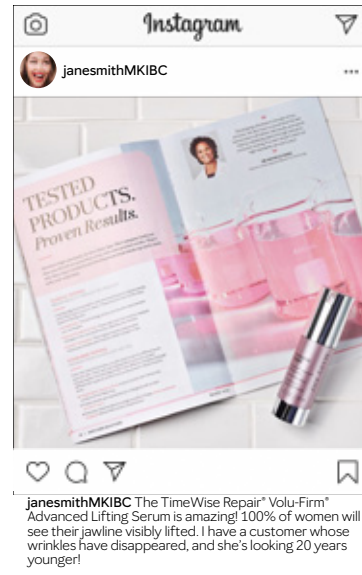


Jane copied this claim from marykay.com, so she knows that the claim is accurate.



Jane is sharing her personal opinion and experience with this product.

DON'T



Jane rewrote the product claim from marykay.com, and it is misleading and inaccurate. Additionally, Jane mentioned her customer's results, which is not a representation of her own opinion and also misleading. You can post results from your customers if you have their explicit permission to do so, you indicate that it is her personal opinion or experience and the information that she is giving appears truthful and accurate.

VIDEO GUIDELINES

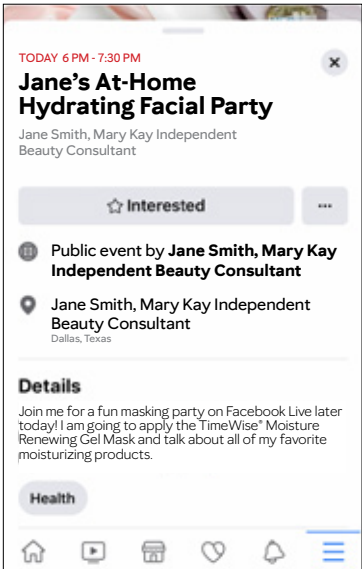
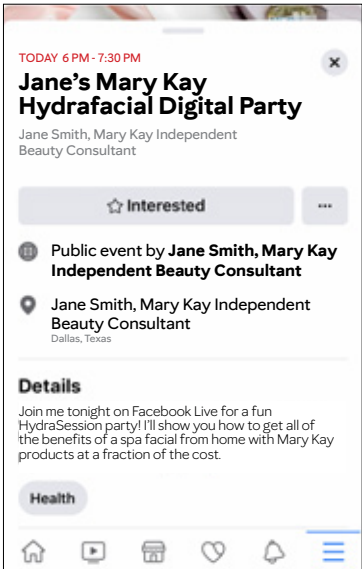
When creating and posting a video on social media, remember that the rules about informational and commercial messages still apply.

A few tips to know about videos before posting a video to Facebook, Instagram, YouTube or any other social media platform:

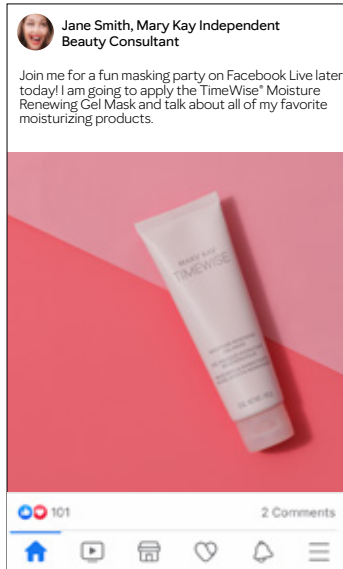
DO	DON'T
<ul style="list-style-type: none"> • Always apply product to yourself and not others. • Provide accurate and safe application information and techniques. Visit Product Central to learn more about proper product application. • Include links to marykay.com, your personal website or your business social media pages. • Accurately describe your video in the title and description. <ul style="list-style-type: none"> – How I Use Mary Kay Naturally in My Skin Care Routine 	<ul style="list-style-type: none"> • Do not feature copyrighted music. • Do not feature minors or adults who have not authorized you to show them on camera. • Do not create videos about team building for non-business accounts, such as YouTube. • Do not create videos about promotions or special offers for non-business accounts, such as YouTube. • Do not mislead or use copyrighted terms in your video's title and description <ul style="list-style-type: none"> – This Product is Better than Botox®

CONFUSINGLY SIMILAR NAMING

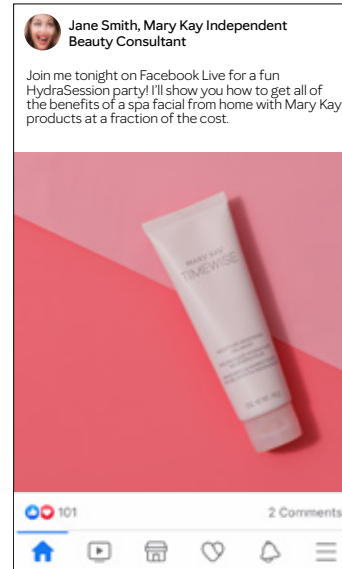
When giving a name to a Mary Kay party, event or even a video tutorial, be cautious of using names or phrases that may be trademarked by another company. Using a term or phrase that is trademarked by another company could result in legal action.

DO	DON'T
	 <p>The term “Hydrafacial” is trademarked by another company and should not be used in the name of Jane’s party. Additionally, it is misleading to equate the results of Mary Kay products to those of a patented spa treatment.</p>

DO



DON'T



Jane should not claim that Mary Kay products would have the same benefits or results of a spa-grade facial. Additionally, the term "HydraSession" is confusingly similar to the trademarked term "HydraFacial", and should not be used.

CAREER CAR DOS & DON'TS

We know you are excited when you or someone you know earns the use of the career car, and you want to share that accomplishment with your team, friends and family. And rightly so! It takes a lot of hard work and dedication to be part of that elite 1% of the Mary Kay independent sales force who earn the use of a career car.

To provide better transparency and context to consumers about the Mary Kay Career Car program and/or earning the use of a Pink Cadillac, the Company has created education to guide independent sales force members to create compliant posts that aim to avoid unwanted legal or regulatory attention while at the same time allowing you to share the great news on social media.

IMPORTANT: When posting a picture or mentioning any of the career cars the following disclosure statement must be included in the **CAPTION** of your post.

- Only the top 1% of the Mary Kay Independent sales force earn the use of a career car through their Mary Kay business.
- For more information about the Career Car Program visit www.marykay.com/en-us/sell-mary-kay/career-car-program

DO

- Always be truthful and accurate in what you post.
- Emphasize that you **EARNED** the use of a career car.
- **CONTEXT IS KEY.** Consider talking about how long you have been in business and how much work and dedication it took to earn the use of the career car. This helps give someone who knows nothing about the Mary Kay opportunity better insight into your achievement.
- Add the disclosure in the caption of the post.



DON'T

- Don't refer to career cars as "Free" or "Won".
- Don't mention a car payment or cost or value of the car.
- Don't use images or words that could lead your audience to believe that a career car is something guaranteed or easily achieved by starting a Mary Kay business.
- Don't post about your earnings or what someone could potentially earn by starting a Mary Kay business. Earnings representations, even if true and accurate, do not belong on social media or the internet.
- Don't add the disclosure in the comments.



Jane should not post a message that includes that she won a car or the cost of the car. Additionally, Jane should not include a misleading message that earning a Mary Kay Cadillac is "so easy." She needs to add the disclosure statement and the link to the Career Car Program on marykay.com

KEY WORDS AND CONCEPTS YOU SHOULD NOT USE IN YOUR POSTS ABOUT THE OPPORTUNITY:

- Financial freedom
- Financial flexibility
- Financial autonomy
- Financial Security
- Financial Independence
- Financial success
- Limitless earning potential
- Significant earning potential
- Debt free
- Pay off debt
- Fire your boss
- Quit your job
- Quit school
- Quit college
- Riches
- Retire
- Guaranteed income
- Passive income
- Residual income
- Permanent income
- Replace your income
- Career income
- Full-time income
- Free car
- Won car
- Driving free
- No car payment
- Free trip/vacation
- Executive income
- Unlimited income
- Disposable income
- Open-ended income
- Life-changing income
- Six-figure income
- Top 5% income
- Duplicate your income
- Citing specific dollar amounts that a person can make
- No dollar amounts
- No lifestyle claims
- No images of money