post with *confidence*

Your quick guide to the Global Social Media Guidelines Do's & Don'ts

Use these simple guidelines to keep your content authentic, engaging and aligned.

MARY KAY

Do's

- Share your personal experiences
- Focus on approved product claims and benefits
- Talk about flexibility and building entrepreneurship
- Use approved disclosure statements

Don'ts

- Promise or imply income or earnings
- Suggest or guarantee any product performance results
- Claim the opportunity changed your lifestyle
- Post luxury lifestyle imagery that implies it is from your Mary Kay business

When in doubt ask yourself:

- Am I sharing my experience?
- Have I included the required disclosures?
- Would this feel authentic it a customer asked me about it?