



SPRING 2024 SOCIAL MEDIA PLAYBOOK

#MYMKSKIN | #MYMKLIFE

With one month of the new year under your belt, you can share on social media how you are becoming the best version of yourself in 2024 with **Mary Kay® skin care products** AND the **Mary Kay opportunity**. Help transform your customers or followers into the best versions of themselves by promoting good skin care habits and the same Mary Kay opportunity that helps you reach your potential.

When you're sharing *Mary Kay®* skin care solutions on your social media page, we encourage you to use **#MyMKSkin** in the caption of your post. If you're sharing about the Mary Kay opportunity on your business accounts, include **#MyMKLife** in the caption along with an explanation as to why others should explore becoming an Independent Beauty Consultant!

As a reminder about TikTok, you can only post about *Mary Kay®* products at this time, not the opportunity. This is due to platform rules and regulations. For more information about the TikTok platform, be sure to check out the video master class [here](#).

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Thursday Feb. 1		<p>Snap a picture of yourself at your desk with some <i>Mary Kay®</i> products.</p> <p>Pro tip: Elevate your office aesthetic by incorporating decorative elements, such as a vision board or a goal checklist.</p>	<p>It's time to bring on your best self! 🙌 As a Mary Kay Independent Beauty Consultant, you'll be able to start your own business 📁, find new ways to flourish as an individual 🙌, and join an uplifting community! 👯</p> <p>#MyMKLife</p> <p>Personalize your post by answering the question below!</p> <p><i>What kind of personal success have you had with your Mary Kay business?</i></p>

MARY KAY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday Feb. 14</p> <p>Valentine's Day</p>	<p>Your favorite <i>Mary Kay</i>[®] lipsticks or lip glosses</p>	<p>Take a video of yourself applying your favorite <i>Mary Kay</i>[®] lipsticks or lip glosses; then post it as a Reel on Instagram and Facebook.</p> <p>INSPO: This video</p>	<p>Happy Valentine's Day! 📸💕 I can't wait to share the love with all my gal pals by treating them to lipsticks and lip glosses I know they'll adore! 🌸 Which of these shades are you crushing on? 🤔</p> <p>Personalize your post by answering the questions below! <i>Do you have any tips and tricks on how to apply lipstick? What Mary Kay[®] products do you recommend gifting to a loved one or friend for Valentine's Day?</i></p>
<p>Saturday, Feb. 17</p>	<p>NEW <i>Mary Kay</i>[®] Mineral Facial Sunscreen Broad Spectrum SPF 30*</p>	<p>Take a picture of your <i>Mary Kay</i>[®] skin care regimen including NEW <i>Mary Kay</i>[®] Mineral Facial Sunscreen Broad Spectrum SPF 30* lined up on your bathroom counter.</p>	<p>The forecast for my skin just got brighter! ☀️ Say hello to NEW Mary Kay Mineral Facial Sunscreen Broad Spectrum SPF 30! 🙌 Adding sunscreen to your morning routine isn't just for beach days, it's a yearlong must to protect against blue light and direct sunlight! I love how gentle yet effective this sunscreen's formula is, suitable for all skin types and skin tones, including sensitive skin! #MyMKSkin</p> <p>Personalize your post by answering the questions below! <i>When do you apply this sunscreen? How often do you reapply?</i></p>

MARY KAY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Monday, Feb. 19</p> <p>National Lash Day</p>	<ul style="list-style-type: none"> • <i>Lash Love Fanorama</i>® Mascara • <i>Lash Intensity</i>® Mascara • <i>Lash Love</i>® Mascara • <i>Lash Love</i>® Lengthening Mascara • <i>Mary Kay</i>® <i>Ultimate Mascara</i>™ • <i>Lash Love</i>® Waterproof Mascara 	<p>Take several different video clips of yourself holding, opening and zooming in on each of the <i>Mary Kay</i>® mascaras. Then combine all the clips into a Reel in the Instagram app to post there and/or on Facebook.</p> <p>OR</p> <p>Lay out all the <i>Mary Kay</i>® mascaras with them opened or unopened on a surface to show the variety.</p> <p>INSPO: This photo</p>	<p>Happy #NationalLashDay! Bring out your best lashes by finding the right Mary Kay mascara for you:</p> <ul style="list-style-type: none"> ♥ Lash Love Fanorama Mascara = coats, combs and fans out lashes, and defends against breakage ♥ Lash Intensity Mascara = plumps and lengthens lashes ♥ Lash Love Mascara = conditions lashes ♥ Lash Love Lengthening Mascara = lifts, curls and perfectly separates lashes ♥ Mary Kay Ultimate Mascara = volumizes and thickens lashes ♥ Lash Love Waterproof Mascara = offers the same great benefits as Lash Love Mascara AND protects against water <p>Personalize your post by answering the questions below! <i>Which Mary Kay® mascara is your favorite? Do you use different mascaras for different occasions?</i></p>

MARY KAY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Thursday, Feb. 29	NEW Limited-Edition† <i>Mary Kay Boundless Blue™</i> Eau de Parfum	Snap a picture of NEW <i>Mary Kay Boundless Blue™</i> Eau de Parfum on your bathroom vanity.	<p>There’s something about knowing I smell good that makes me feel extra confident! 🙌 And this NEW limited-edition Mary Kay Boundless Blue Eau de Parfum smells GREAT! 😍💙 Plus, its refreshing blend of fruity florals 🌸, sparkling citrus 🍊, and subtle hints of the sea 🌊 and its stylish bottle make it a scent-sational gift! 🎁 DM me if you’re ready to stock up! 💬</p> <p>Personalize your post by answering the questions below! <i>What other Mary Kay® fragrances make great gifts?</i> <i>Where do you apply perfume?</i></p>

VISIT THE DIGITAL IMAGE LIBRARY

All downloadable images and videos that you can leverage on social media are now on *Mary Kay InTouch*®! Visit Social Media Central [here](#) and scroll to the bottom of the page to visit either the Digital Image Library or Video Library. Within those libraries, you can search for products or keywords, such as Valentine’s Day, to find relevant creative assets for you to publish on your social media channels!

The Social Media Playbook is still the perfect resource to find caption ideas for the digital images and videos provided to you by the Company!

MARY KAY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Friday, March. 1</p>	<ul style="list-style-type: none"> • <i>Mary Kay Clinical Solutions</i>® Retinol 0.5 Set • <i>Mary Kay Clinical Solutions</i>® C + Resveratrol Line-Reducer • <i>Mary Kay Clinical Solutions</i>® HA + Ceramide Hydrator • <i>Mary Kay Clinical Solutions</i>® PHA + AHA Resurfacer • <i>Mary Kay Clinical Solutions</i>® Ferulic + Niacinamide Brightener 	<p>Take a flat lay picture of all the <i>Mary Kay Clinical Solutions</i>® boosters and the <i>Mary Kay Clinical Solutions</i>® Retinol 0.5 Set on your bathroom counter.</p>	<p>It's time to embrace the vibrant vibes of springtime! 🌸 This season is all about renewal and bringing on fresh beginnings! 🙌 ✨ By infusing my skin care routine with an extra touch of self-care from Mary Kay, I'm feeling rejuvenated and in tune. What Mary Kay skin care products do you want to try out this spring? #MyMKSkin</p> <p>Personalize your post by answering the questions below! <i>What's your favorite thing about spring? What Mary Kay® products are you using to prepare for the new season?</i></p>

MARY KAY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, March 6</p> <p>Spring Break</p>	<p>NEW Mary Kay® Mineral Facial Sunscreen Broad Spectrum SPF 30*</p>	<p>Snap a picture of NEW Mary Kay® Mineral Facial Sunscreen Broad Spectrum SPF 30* next to your suitcase.</p> <p>INSPO: This video</p>	<p>Spring break skin care checklist! ☀️ 📄 Travel-friendly? ✓ Sun protective? ✓ If you don't have it, I've got you! 👉 What's your skin care routine like when you travel? ✈️ Comment below! #MyMKSkin</p> <p>Personalize your post by answering the questions below! <i>Are you traveling anywhere this spring? What Mary Kay® products are in your suitcase?</i></p>
<p>Friday, March 8</p> <p>International Women's Day</p>		<p>Post multiple pictures of yourself and your Mary Kay community at events, such as Mary Kay Seminar, Fall Retreats or team meetings.</p>	<p>'Don't limit yourself ... What you believe, you can achieve.' – Mary Kay Ash Happy International Women's Day! 👩🏻 I'm blessed to connect with so many incredible women every day! 🙌 When you work with a company that has empowered women for generations, it reminds you that women can take on anything!</p> <p>Personalize your post by answering the questions below! <i>Who are some influential women in your life? What does the Mary Kay community mean to you?</i></p>

MARY KAY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Tuesday, March 19</p> <p>First Day of Spring</p>	<p>NEW Limited-Edition[†] <i>Mary Kay</i>[®] Hand Cream in all three scents</p>	<p>Take a flat lay of NEW limited-edition[†] <i>Mary Kay</i>[®] Hand Creams in all three scents, and incorporate decorative spring items, such as flowers.</p>	<p>The first day of spring is officially here! 🌸❤️🌺 Welcome the season with open arms and soft hands with NEW Mary Kay Hand Cream! These limited-edition products perfectly capture the essence of springtime, with the refreshing scents of Berries & Rose 🍓🌺, Island Mist & Jasmine 🍷👉 and Passionflower! 🌸</p> <p>Personalize your post by answering the questions below! <i>Which hand cream scent is your favorite? What other Mary Kay[®] products are perfect for spring?</i></p>
<p>Thursday, March 21</p> <p>National Fragrance Day</p>	<ul style="list-style-type: none"> NEW Limited-Edition[†] <i>Mary Kay Boundless Blue</i>[™] Eau de Parfum Your choice of other <i>Mary Kay</i>[®] fragrances 	<p>Take a picture or a short video of your entire <i>Mary Kay</i>[®] fragrance collection, spotlighting NEW limited-edition[†] <i>Mary Kay Boundless Blue</i>[™] Eau de Parfum.</p>	<p>So many amazing fragrances to smell, so little time! It's National Fragrance Day, and I'm giving a big shout-out to the Mary Kay fragrance collection! 🥰 If you're looking to treat your senses to something special, I suggest the NEW limited-edition Mary Kay Boundless Blue Eau de Parfum!</p> <p>Personalize your post by answering the questions below! <i>What's your go-to Mary Kay[®] fragrance? What Mary Kay[®] men's colognes do you like?</i></p>

MARY KAY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Friday March 29	<ul style="list-style-type: none"> • <i>Mary Kay</i>® Micellar Water • Your favorite <i>Mary Kay</i>® facial cleanser 	Take a short video or Reel of your evening face-washing routine, highlighting how you use <i>Mary Kay</i> ® Micellar Water to break down makeup, and follow with your favorite cleanser.	<p>Spring cleaning isn't just about organizing your closet 🧺 🤖, it can also mean taking extra time to clean your skin! 🧼 As a pro tip, try double cleansing with Micellar Water followed by your favorite Mary Kay cleanser to remove impurities, and face the season with a refreshed clean slate. ✨ #MyMKSkin</p> <p>Personalize your post by answering the question below!</p> <p><i>What other Mary Kay® skin care products do you use to keep your skin clean?</i></p>

MASTER THE ART OF SOCIAL SELLING

Are you looking to use social media to possibly help drive leads and sales for your Mary Kay business? If so, be sure to check out our new “Five Tips to Start Social Selling” master class [here](#) in the Video Library in addition to other helpful social media education. We share five practical tips that anyone can start implementing on their social media business accounts today!

MARY KAY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Monday, April 1</p> <p>April Fools' Day</p>	<ul style="list-style-type: none"> • <i>Mary Kay</i>[®] Mineral Facial Sunscreen Broad Spectrum SPF 30* • <i>TimeWise</i>[®] Daytime Defender Sunscreen Broad Spectrum SPF 30* • <i>TimeWise Repair</i>[®] <i>Volu-Firm</i>[®] Day Cream Sunscreen Broad Spectrum SPF 30* • <i>MKMen</i>[®] Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30* 	<p>Capture a short video of yourself posing with a <i>Mary Kay</i>[®] sunscreen and applying it on your face.</p>	<p>No pranks here, just sun protection perfection! 🌞 April Fools' Day or not, I never joke about my sun protection. I apply my sunscreen every day, because fooling around with harmful UV rays is a game I don't play! 🧴</p> <p>#MyMKSkin</p> <p>Personalize your post by answering the questions below!</p> <p><i>Which Mary Kay[®] sunscreen is your favorite? When do you apply the sunscreen, and how often do you reapply? Do you have any tips on how to work sunscreen into your makeup routine?</i></p>

MARY KAY

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, April 10</p>	<ul style="list-style-type: none"> • <i>Mary Kay Clinical Solutions</i>® Retinol 0.5 • <i>Mary Kay Clinical Solutions</i>® C + Resveratrol Line-Reducer • <i>Mary Kay Clinical Solutions</i>® HA + Ceramide Hydrator • <i>Mary Kay Clinical Solutions</i>® Ferulic + Niacinamide Brightener • <i>Mary Kay Clinical Solutions</i>® PHA + AHA Resurfacer 	<p>Snap a picture of <i>Mary Kay Clinical Solutions</i>® Retinol 0.5 and the <i>Mary Kay Clinical Solutions</i>® boosters on your bathroom vanity.</p>	<p>Ready to take your skin care to the next level? 🙌 I've got some Mary Kay Clinical Solutions products for you! 🙌 By tag-teaming with Retinol 0.5 and a booster, you'll be able to target any skin care concern! 🎯 #MyMKSkin</p> <p>💖 Retinol 0.5 = prevent & reverse visible signs of aging 💜 C + Resveratrol Line-Reducer = visibly reduce lines & wrinkles 💙 HA + Ceramide Hydrator = boost hydration 🧡 Ferulic + Niacinamide Brightener = reduce visible dark spots 💚 PHA + AHA Resurfacer = smooth the appearance of the skin's surface</p> <p>Personalize your post by answering the question below! <i>What's your favorite Mary Kay Clinical Solutions® booster?</i></p>

YOU ARE A MARY KAY SOCIAL CREATOR

If you've read this far in the Social Media Playbook and you leverage the content ideas for your own social media, you are already a Mary Kay Social Creator! Encourage other independent sales force members to reach their own potential on social media by just getting started. If you (or your friends) need ideas on where to start, check out [this video](#) to hear from some social savvy sales force members for ideas. You can also hear more social media tips and tricks from other sales force members in the Video Library [here](#).

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Monday, April 22 Earth Day		Visit the Gifting / Holiday / Seasonal section in the Digital Image Library on <i>Mary Kay InTouch</i> ®, and search Earth Day to use Company-provided assets.	<p>Happy Earth Day! 🌍 I'm so proud to work with a company that's committed to sustainability.</p> <ul style="list-style-type: none"> - Mary Kay has planted more than 1 million trees in partnership with the Arbor Day Foundation. 🌳 - Mary Kay world headquarters and manufacturing facility are powered by 100% renewable energy. 💪 - The world headquarters and manufacturing facility have achieved zero-landfill status. <p>Personalize your post by answering the question below!</p> <p><i>What other Mary Kay sustainability achievements here can you promote?</i></p>

*Over-the-counter drug product

†Available while supplies last

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