

# *Digital Skin Care Parties*

How do I do it? Technical Information

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*The Facebook® Ecosystem / Definitions*

*Create a Facebook® Business Page*

*Create a Facebook® Group*

*Personalize your Facebook® Group*

*Create a Facebook® Event for a group*

*Create a Facebook® Live Event for a group*

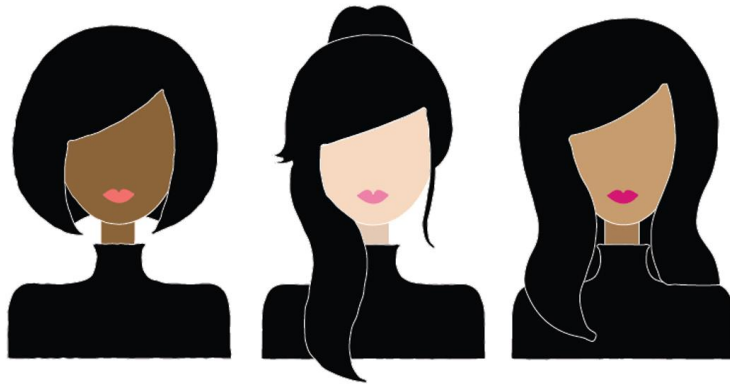
*Add effects to my live video on Facebook®*

# Using Facebook<sup>®</sup> For Your Business

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There are many Facebook tools you can use to promote your business, share product benefits and pricing and to hold digital parties.

**Business Page + Personal Profile + Closed Groups + Facebook Live + Messenger**



# The Facebook Ecosystem | Definitions



## Facebook Profile (Personal)

Your **profile** is designed to share your personal life and stay in touch with friends & family. A personal profile is required to access other parts of Facebook, such as Business pages, Groups & Messenger.



## Facebook Profile (Business)

Your **page** represents your business. Create a business page that's separate from your personal profile. This is where you should focus on your business and selling. Facebook's policy does not allow you to use your **personal profile** for your own financial gain.



## Facebook Groups

Facebook groups are communities you can create via your personal profile. Groups are usually made up of like-minded people to discuss and share ideas around common interests. You can classify a group as "Private" if you would like to approve who can or cannot join your group and see your posts.



## Facebook Messenger

Facebook messenger is a communication tool that allows you to conduct private chats between one or more people. This space is Facebook's most personalized tool and can be used to message via text, audio or video and send photos, videos and stickers to each other.

# Facebook<sup>®</sup> Business Page

*There is a difference between a Business Page and a Facebook Personal Profile.*

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- Your Business Page can represent your Mary Kay business and establishes your business presence on Facebook so people can find out about your business and connect with you as a Mary Kay Independent Beauty Consultant.
- The format to properly name your Facebook Business Page, per the Social Media Guidelines, is Your First Name, Your Last Name, Mary Kay Independent Beauty Consultant.
- Your Business Page may be dedicated to promote your Mary Kay business and build relationships with your customers. You can highlight promotions, talk pricing, hold digital parties, share before and after photos and happy customer testimonials. You can also sprinkle some content about why you love your life as a consultant or why you love a product.
- Facebook Profiles are designed to share information about your personal life and to stay in touch with friends and family. The Social Media Guidelines state that the name on your Profile account cannot contain Mary Kay, MK, or other variations that refer to being a Mary Kay Independent Beauty Consultant.
- On your Personal Profile, you are encouraged to post about your *love* for a product, but you cannot *sell* that product. Facebook's policy is that you cannot use your Personal Profile for profit.

*Review Social Media Guidelines on Mary Kay InTouch>Resources>Digital Zone to ensure your understanding of promoting your business in social media within the terms of your Independent Beauty Consultant Agreement.*

# How To Set Up a Facebook<sup>®</sup> Business Page?

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- A Facebook Business page or Group can help you promote your Mary Kay business to customers. It's against Facebook Terms of Service to use a Personal Facebook Profile account for a business.
- Instructions on how to create your Facebook Business Page can be found here:
  - <https://www.facebook.com/business/pages/set-up>
- Keep in mind that to create a Facebook Business page, you need to have a Personal Facebook Profile.

# Messenger On Your Facebook Page

Messenger on your Facebook® Business Page makes it easy for you to communicate privately with your customers. Use Messenger to provide a one-on-one consultation, share personalized recommendations with existing customers, answer questions, take orders and organize payments.


Learn how to turn your messaging on or off your Page. You'll need to be an administrator on your page to turn messaging on or off. Go to: <https://www.facebook.com/help> or

- Click **Settings** at the top of your Page.
- From **General**, click **Messages**.
- Click to check or uncheck the box next to **Allow people to contact my Page privately by showing the Message** button.
- Click **Save Changes**.



# How Do I Create a Facebook® Group?


To create a Facebook Group for your customers or to host a party:

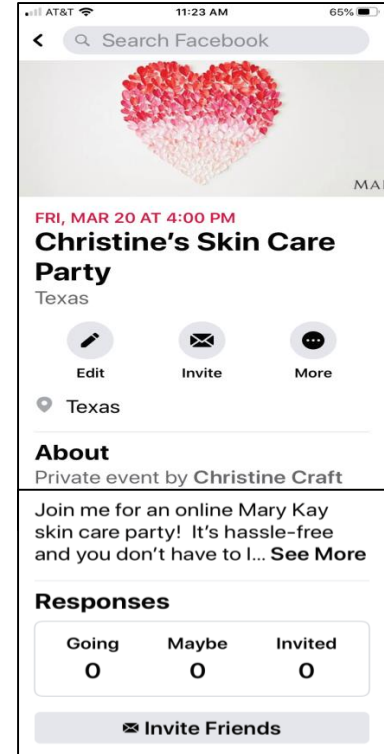
- Open the Facebook app and tap  on the bottom right, then tap **Groups**.
- Click **Create** in the top right of Facebook and select **Group**.
- Enter your Group name. It is recommended that you include your name in your Group name to be easier to find via search. E.g. Susan Miller's Mary Kay Preferred Customers.
- Add Group members and then choose the privacy option for your group. Closed Groups are recommended so your customers can find it via search. Secret Groups cannot be found via search.
- Click **Create**.
- Once you create your Group, personalize it by uploading a cover photo and adding a description. Consider a photo of you and *Mary Kay*® products.



# How Do I Create An Event For a Facebook® Group?

To create an event for a Group you manage:

1. From News Feed, click **Groups** in the left menu and select your group.
2. Next to **Write something...** click  and select **Create Group Event**
3. Fill in the details for your event and click **Create**.





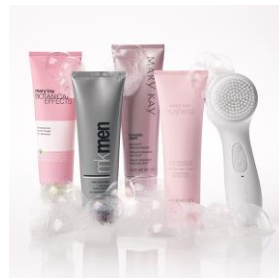
# Party Prep – Product Images

*Images on Mary Kay InTouch® will take your party to the next level*

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You can personalize your Facebook Event page by [uploading photos](#) and adding a description based on your Digital Party theme. Consider posting once per day leading up to the Event. Ask attendees questions like, “Which products are you most excited to see?” or “What Mary Kay products are you using now?” to engage your audience.

**You can use the Social Media Playbook, Social Publisher or Digital Assets to spark ideas on what posts to create.**

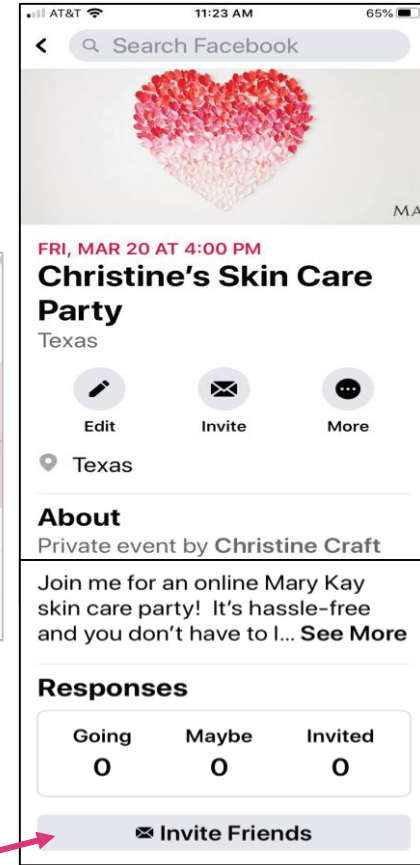
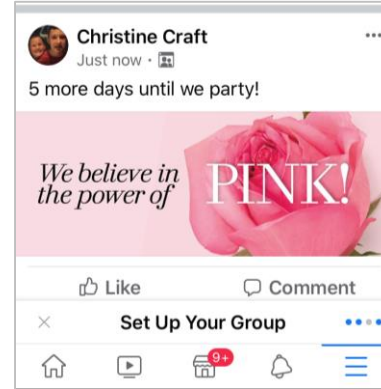


# Counting Down To The Party

## Pre-Party Communication

### Time To Create Excitement!

- Send Facebook invitations to the party group.
- Include date, time and theme of the party in the invitation.
- Post daily reminders to create excitement
- Post a link to the latest issue of The Look eCatalog so guests can see a preview of the products.



The more people the merrier!

# How Do I Create a Facebook<sup>®</sup> Live Event For A Group?

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Facebook<sup>®</sup> Live Events allow you to easily organize a Digital Party with your customers.


## To create a live event for your group:

1. From News Feed, click **Groups** in the left menu and select your group.
2. Next to **Write something...** click **Live**
3. Click **Start Live Video**
4. To end your Live Party click on **Finish**
5. You will see the options to **Save** and **Delete** your Live Event

# How Do I Add Effects To My Live Video On Facebook?

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## To add effects to your live video:

1. Log into the Facebook app for iOS or Android.
2. Open the Facebook app for iOS or Android.
3. Tap **Write something here...** or **What's on your mind?** at the top of your News Feed.
4. Tap **Go Live** or **Live Video**.
5. Tap **Start Live Video**
6. Tap  to add an effect