

MARY KAY

VIRTUAL SELLING PLATFORMS

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

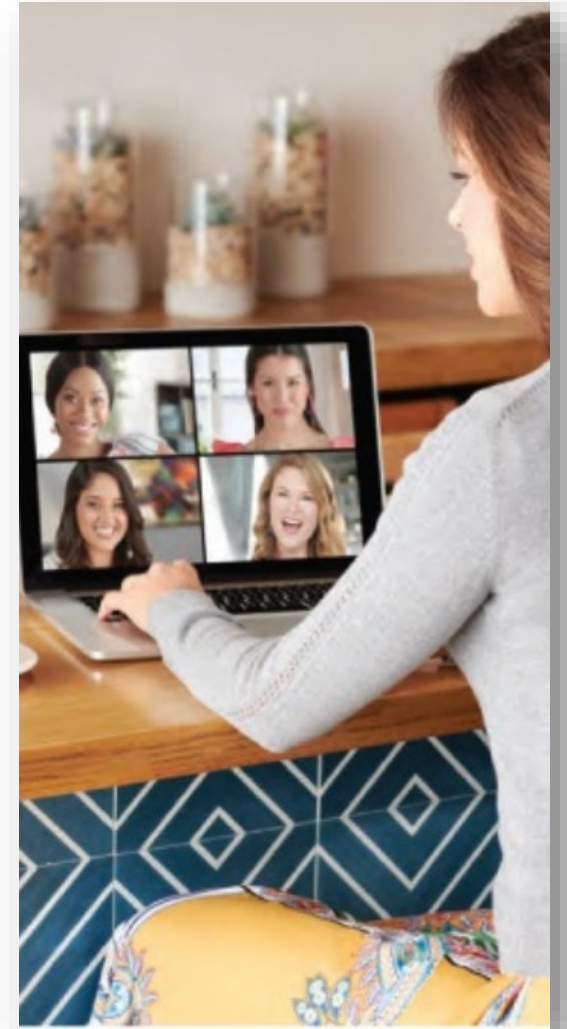
Add effects to my live video on Facebook®

Virtual Parties with Zoom

VIRTUAL PARTY PLATFORMS

A virtual party is the perfect way to engage with your team or with your customers. You can share content and participate in real-time chatting during your virtual events.

Facebook Live and Zoom are the commonly used virtual party platforms. These two options can help make you feel connected almost as if you were face to face and you can confidently and successfully conduct skin care parties from the comfort of your home!



USING FACEBOOK[®] FOR YOUR BUSINESS

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

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

* When sharing benefits be sure to only use Company approved product claims printed in Mary Kay[®] publications or from the product details page on Mary Kay InTouch[®]

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 or business page. 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.

SOCIAL MEDIA DO'S AND DON'TS

There is a difference between a Commercial and Informational Posts

BE SOCIALLY RESPONSIBLE

Before your first post, please read the Social Media Legal Guidelines from front to back. They exist to protect your business and the Company. Please commit to upholding each of these basic principles like the ethical businesswoman you are!

- **CREATE** a business page to share your Mary Kay business related content and commercial posts.
- **NEVER** share your earnings on social media or online, even if they're accurate.
- **NEVER** exaggerate potential earnings or rewards of your business.
- **NEVER** perpetuate unrealistic expectations of absolute success, financial freedom or luxurious lifestyle.
- **NEVER** misrepresent the benefits of Mary Kay® products. They're already fabulous.

SOCIAL ETIQUETTE

POST content your best friend would like! Be your one-of-a-kind self.

REPLY back to comments on your posts! You may foster a friendship.

GENERATE positive relationships by “liking” or commenting on other people’s posts. Engaging can create new followers.

SHARE how great your life is or how strong your hustle is – people are drawn to authenticity.

FOLLOW @marykayus on Instagram, Facebook, YouTube, Twitter and Pinterest.

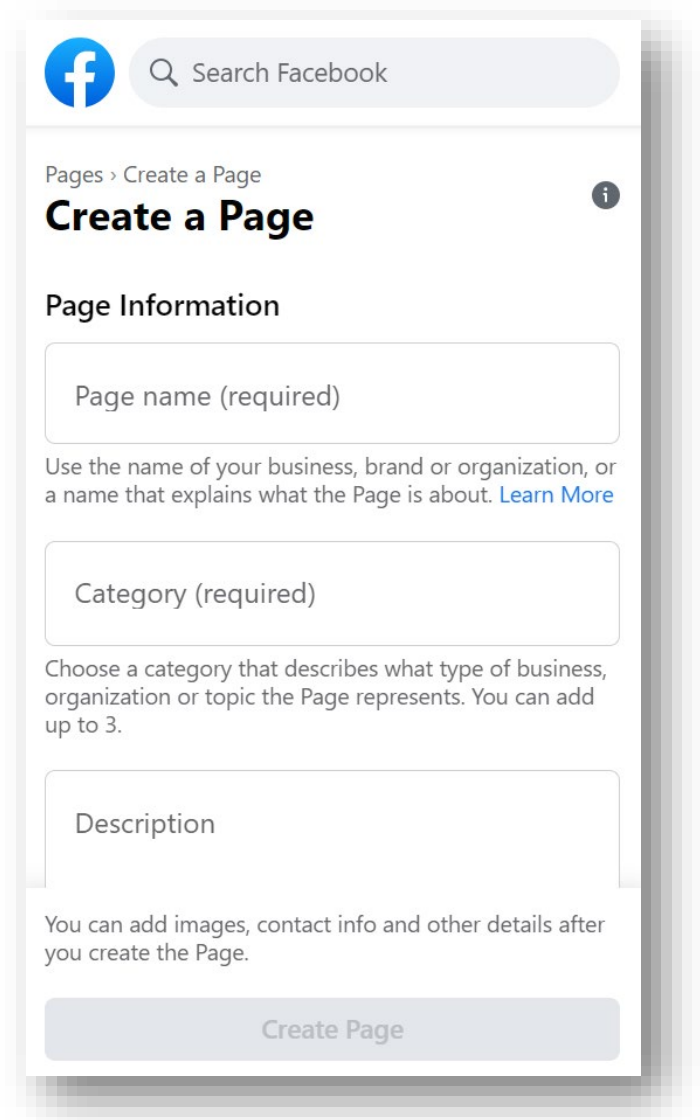
REQUEST to join the My Mary Kay Facebook group.

CREATE a professional profile to represent your business and share commercial posts.

***Commercial posts** ask your audience to engage in business with you. You must have a business account to mention a product price or to advertise for appointments. **Informational posts** can show you working your business or mentioning the launch of a new product. It can express your love for Mary Kay® products, but it's not asking the audience to engage in business with you.

HOW TO SET UP A FACEBOOK[®] BUSINESS PAGE.

- To get the most up-to-date instructions, use this link to go to www.facebook.com/pages/creation
- Facebook updates their process frequently so their latest instructions will be available through this link.
 - **Note!** You need a business Facebook Business Page to promote your Mary Kay business to customers because it's against Facebook Terms of Policy to use a personal account for a business.
 - To create a Facebook Business Page, you need to have a personal Facebook profile.
 - To start a Facebook profile, you need an email address.



The screenshot shows the Facebook 'Create a Page' interface. At the top, there is a search bar with the Facebook logo and the text 'Search Facebook'. Below this, the breadcrumb 'Pages > Create a Page' is visible, followed by the main heading 'Create a Page' and an information icon. The form is titled 'Page Information' and contains three main sections: 1. 'Page name (required)' with a text input field and a note: 'Use the name of your business, brand or organization, or a name that explains what the Page is about. Learn More'. 2. 'Category (required)' with a dropdown menu and a note: 'Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.'. 3. 'Description' with a text area and a note: 'You can add images, contact info and other details after you create the Page.'. At the bottom of the form is a 'Create Page' button.

CONT. - HOW TO SET UP A FACEBOOK[®] BUSINESS PAGE?

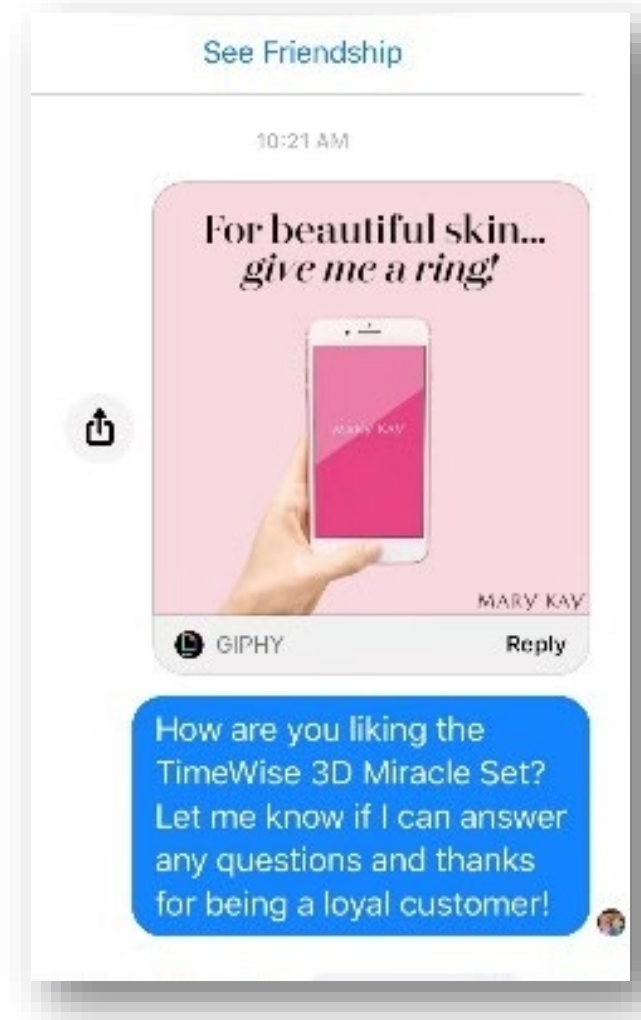
1. From your News Feed on your mobile device, tap the menu icon in the bottom right.
2. Tap **Create Page**.
3. Tap **Get Started**.
4. Give your Page a name. Businesses typically use their company name. When you're finished, tap **Next**. Put your First Name Last name, Mary Kay Independent Beauty Consultant. (It is recommended to enter "Mary Kay Independent Beauty Consultant" because that is the way your customers know you. Additionally this avoids entering changes to your Business Page name)
5. Add a category to describe your Page such as Health/Beauty. This is a way for people to find you on Facebook when they search for a type of business. When you're finished, tap **Next**.
6. Add your Mary Kay[®] Personal Web Site address. When you're finished, tap **Next**.
7. You can add a profile photo for your Page. We recommend that you add a profile photo so that people can recognize your business. When you're finished, tap **Next**.
8. You can also add a cover photo for your Page. Go to Mary Kay InTouch[®] >Resources > [Digital Assets>Facebook Party and Cover Photos](#) to choose, download the one you like, save it to your desktop or your camera roll and upload. When you're finished, tap **Visit Page** to go to your new Page.
9. [Click Here](#) to change the language on your Facebook business page.

MESSENGER ON YOUR FACEBOOK PAGE

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



The core of a Mary Kay business is built on connections and personal relationships. Even when sharing products in a virtual setting, Independent Beauty Consultants must conduct their sales in person-to-person transactions, away from online retail and auction website like Amazon and eBay, or social media selling sites like Facebook Marketplace.

For more information, please visit [Mary Kay InTouch® > Resources > Digital Zone > Social Media Central > Social Media Guidelines](#).



HOW DO I CREATE A FACEBOOK® GROUP?

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

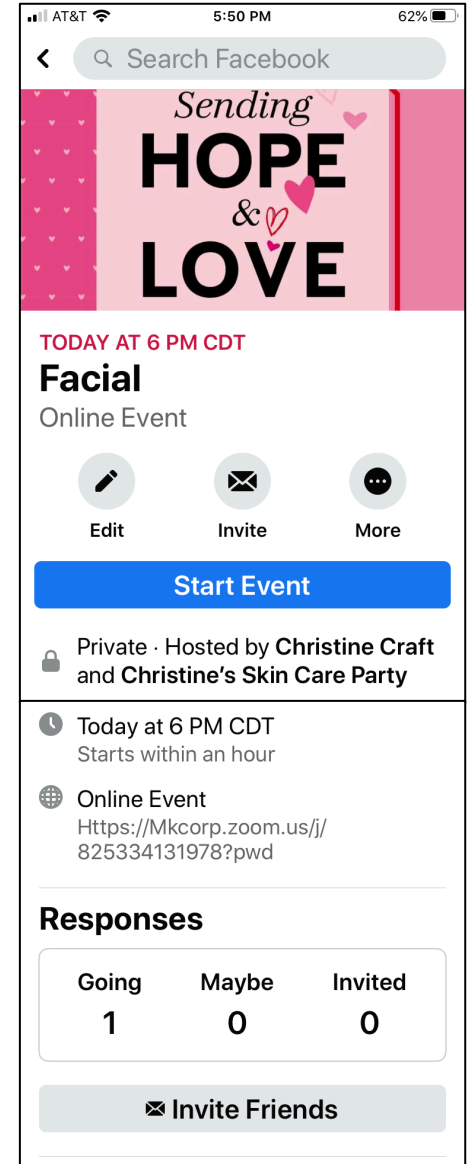
- Open the Facebook app and tap  on the bottom right, then tap **Groups**.
- Click  in the top right of Facebook.
- Enter your Group name. It is recommended that you include your name in your Group name to be easier to find via search. E.g. Susan Miller's Mary Kay Preferred Customers.
- Choose the privacy option for your group. In Private Groups, only members can see who's in the group and what they post. Hidden Groups only let members find this group.
- Click **Create Group**.
- 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. Select your group from the Groups You Manage
3. Under the **Joined** button, scroll through the option until you find **Events**.
4. Select Events and click on **Create Event**
5. Select **Online or In Person**
6. Fill in **Event Name, Date, Time** and click Next
7. Choose a way for people to join your event online.
 1. Facebook Live
 2. Messenger Rooms
 3. External Link (**Include Zoom link here**)
 4. Other
8. Click **Next, Upload Cover Photo and Click Create Event**



PARTY PREP FOR YOUR FACEBOOK BUSINESS PAGE

Product images can make your party a huge success! Find these and more on Mary Kay *Intouch*®

You can personalize your Facebook Event page by [uploading photos](#) and adding a description based on your Virtual 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, Digital Party Social Media Playbook, Digital Assets and Digital Library to spark ideas on what posts to create.



Mary Kay *Intouch*® > Education > Party Central

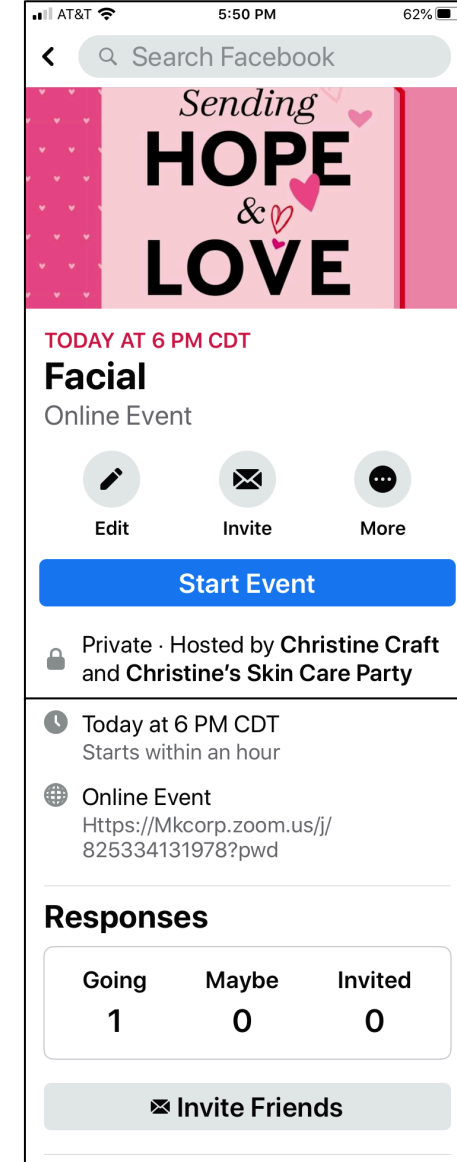
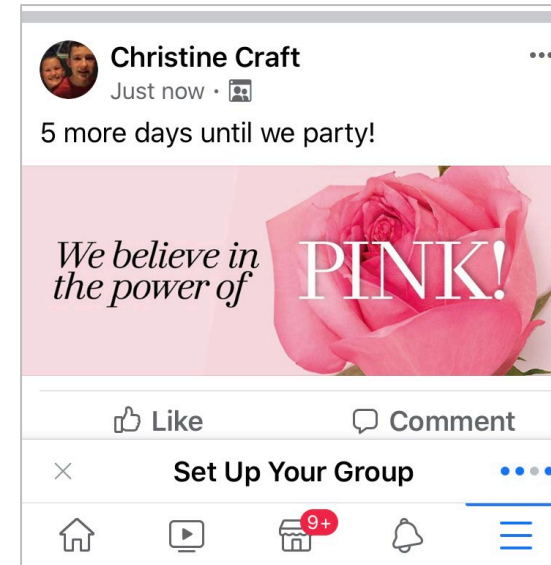
COUNTING DOWN TO THE PARTY

Pre-Party Communication

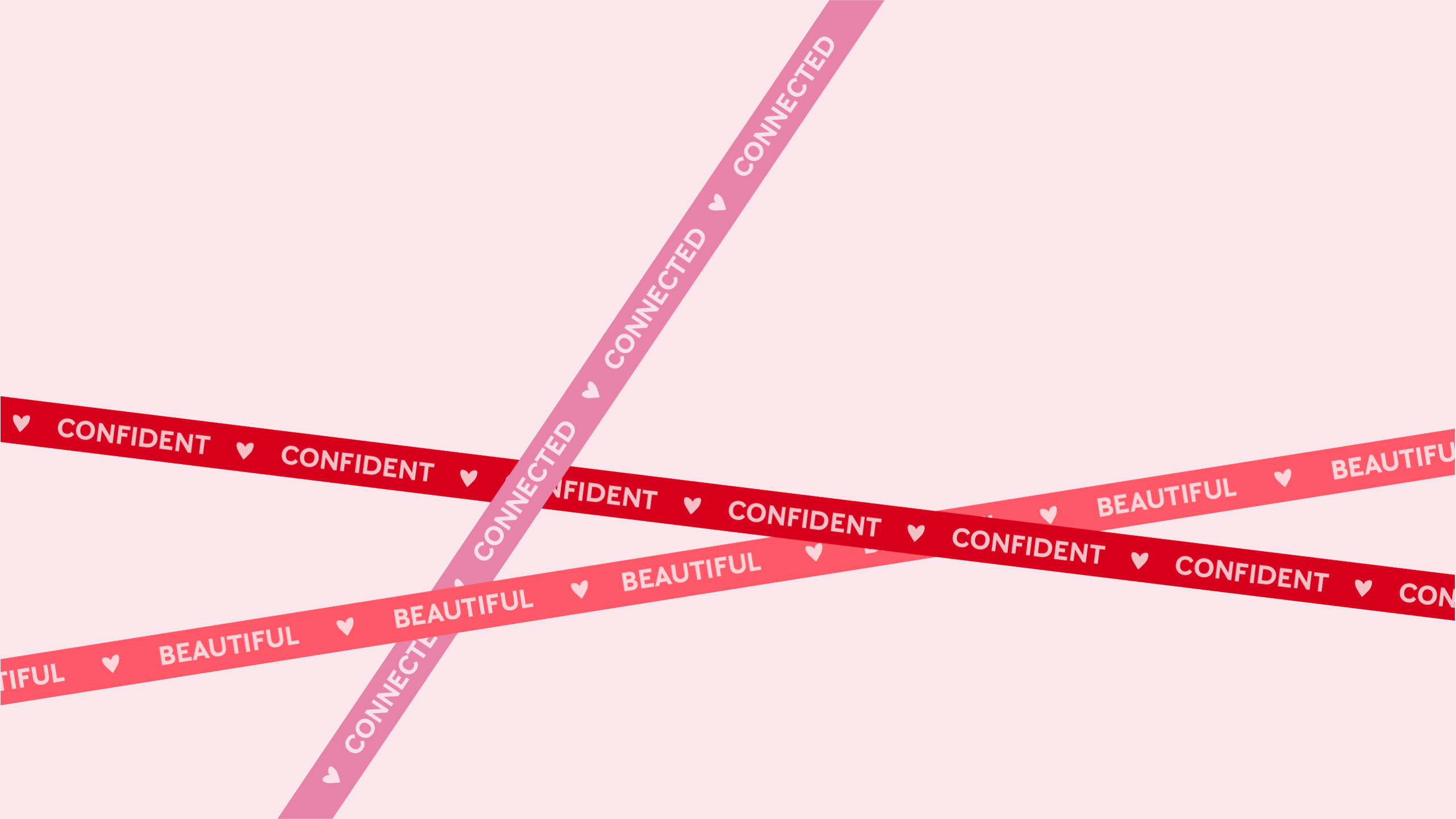
Time To Create Excitement!

- 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 **Digital Party Social Media Playbook** can help beauty consultants create posts for the party attendees leading up to the virtual event. Go to **Mary Kay Intouch® > Education > Party Central** to find everything you need.



The more people the merrier!



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