

MARY KAY

# WINTER 2022 SOCIAL MEDIA PLAYBOOK

## #MKBEAUTIFULINDULGENCE

This Social Media Playbook might look a little different! As of this month, the Social Media Playbook will feature products and prompts for the entire quarter to better help you plan and build your business on social media.

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Thursday, Nov. 3	<i>Mary Kay</i> ® men's fragrances  AND  Limited-Edition* Gift With Purchase ( <i>MKMen</i> ® Dopp Kit)	Set your fragrances against a solid background with the dopp kit. Take a close-up shot of the bottles.	This season, I'm sharing a spritz of holiday magic! ✨ #MKBeautifulIndulgence  <b>Personalize your post by answering the questions below!</b>  <i>List the fragrances you're featuring in the photo. Pick one or two and describe their scents/notes. (If needed, you can reference the product pages on marykay.com.) Who would enjoy receiving these as gifts?</i>
Monday, Nov. 7	<i>Mint Bliss</i> ™ Energizing Lotion for Feet & Legs  AND  Limited-Edition* Gift With Purchase (Fuzzy Socks)	Take your own photo or visit the <a href="#">Limited-Edition</a> topic in the <i>Mary Kay</i> ® Digital Library powered by Hootsuite Amplify to download, share or schedule an image.	I found a great way to get comfort AND joy! 🛎️ For a limited time, you can receive a FREE pair of fuzzy socks with the purchase of Mint Bliss Energizing Lotion for Feet & Legs. This lotion is perfect for days when you're on your feet and on the go. 🧦 #MKBeautifulIndulgence



## MARY KAY PINK WEEKEND™ IS NOV. 21-30!

It's the most wonderful weekend of the year! Download or share social media posts from the *Mary Kay*® Digital Library to help your customers find the perfect gifts for everyone on their lists.

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, Nov. 16</p>	<p>Limited-Edition† <i>Mary Kay</i>® Beauty Box</p> <p>Limited Edition† <i>Mary Kay</i> <i>Illuminea</i>™ Body Soufflé</p> <p>Limited-Edition† <i>Mary Kay</i> <i>Illuminea</i>™ Bundle (Bundle includes <i>Mary Kay</i> <i>Illuminea</i>™ Extrait de Parfum and Body Soufflé.)</p> <p>Limited-Edition† <i>Mary Kay</i>® Hint of Mint Lip Balm</p>	<p>Snap a photo or create a short Instagram Reel introducing all the new limited-edition <i>Mary Kay</i>® Winter 2022 products. See an example <a href="#">here</a>.</p>	<p>Let me introduce you to my  limited-edition winter wonders! ❄️ These luxurious <i>Mary Kay</i> products are perfect for indulging in the beauty of the season. #MKBeautifulIndulgence</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>Which new product(s) are you most excited to share with your customers? Have you tried any of them yourself? What are your initial thoughts? Who do you think would like these?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Thursday, Nov. 24</p> <p>Thanksgiving Day</p>		<p>Snap a photo or take a short video of how you're celebrating today's holiday.</p> <p>OR</p> <p>Visit the <a href="#">Holidays</a> topic in the <i>Mary Kay</i><sup>®</sup> Digital Library powered by Hootsuite Amplify to download, share or schedule an image.</p>	<p>Happy 🙌 Day! Today I'm reflecting on all my blessings, especially those from #MyMKLife. It's days like these that remind me there's always something to be thankful for. ❤️</p> <p>#MKBeautifulIndulgence</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>Share a few things you're giving thanks for today. Are you doing anything special to celebrate the holiday? How has your Mary Kay business blessed your life?</i></p>

# DID YOU KNOW?

You can find images of ALL the limited-edition products in ONE place – the *Mary Kay*<sup>®</sup> Digital Library! Visit the [Limited-Edition](#) topic on the right-hand side of your screen from the desktop version or by selecting “Explore Topics” on the mobile app. New to the *Mary Kay*<sup>®</sup> Digital Library? [Start here!](#)

**MARY KAY INTOUCH<sup>®</sup> > RESOURCES > DIGITAL ZONE > MARY KAY<sup>®</sup> DIGITAL LIBRARY**

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Tuesday, Nov. 29	Limited-Edition† <i>Mary Kay</i> ® Beauty Box	Host a Facebook Live unboxing the new winter box. Not sure how to start a Facebook Live? Watch this short tutorial <a href="#">here</a> .	A new #MaryKayBeautyBox is here! 🥰 Tune in NOW to see which top winter picks are inside this beautiful bundle. #MKBeautifulIndulgence  🔍 Comment below with your favorite find!
Saturday, Dec. 3	Limited-Edition† <i>Mary Kay</i> ® Hint of Mint Lip Balm	Take a Boomerang of yourself swiping on the lip balm.	Do your lips need some encourage-mint during the cold winter weather? 🌿 My new go-to grab is this limited-edition lip balm. It helps moisturize my lips and boost my mood in just one swipe! #MKBeautifulIndulgence  <b>Personalize your post by answering the questions below!</b>  <i>Describe the refreshing mint leaf scent. Where do you keep your lip balm so it's handy (purse, pocket, desk, etc.)? Who would like to receive this as a gift?</i>
Friday, Dec. 9	Your favorite <i>Mary Kay</i> ® giftable items  Visit the Gift Guide tab on marykay.com for more ideas.	Snap a photo of your chosen products. Style them with gifting items or fun packaging you are using for the holiday season. See an example <a href="#">here</a> .	Gifting is made easy with Mary Kay! 🎁 Your Mary Kay Independent Beauty Consultant can help you take the guesswork out of gift-giving with these holiday must-haves. #MKBeautifulIndulgence  <b>Personalize your post by answering the questions below!</b>  <i>List the products you're featuring. Do you have any special bundles available? Who or what occasion(s) are they tailored to? How can you be a one-stop gift shop for your customers?</i>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Friday, Dec. 16</p>	<p><i>Mary Kay</i><sup>®</sup> Supreme Hydrating Lipstick</p> <p>AND</p> <p><i>Mary Kay</i><sup>®</sup> Lip Liner</p>	<p>Create a carousel post or photo collage with different shade combinations of the lipstick and lip liner. You can take selfies wearing the products or create swatches on your forearm.</p> <p><b>PRO TIP:</b> Use a photo editing app to add the shade names to your image.</p>	<p>Meet my perfect pair for holiday lip looks! 💋 They come in so many cute and complementary shades. Sometimes I have a hard time deciding which ones to wear together because they all look so good!</p> <p>❤️ Which color combo do you like best? Comment below! #MKBeautifulIndulgence</p>
<p>Tuesday, Dec. 20</p>	<p>Special-Edition<sup>†</sup> <i>MKMen</i><sup>®</sup> Foaming Beard Wash</p> <p><i>MKMen</i><sup>®</sup> Regimen</p> <p><i>Skinvigo</i> <i>Sonic</i><sup>™</sup> Skin Care System</p>	<p>Style the products with blue ribbon or gift bags as if you were preparing this as a gift. Then snap a photo.</p>	<p>We may be close to wrapping up the holiday season, but I still have a few gifts to wrap! ❤️ How about you?</p> <p>If you're still shopping for a special someone, I have a great gift idea! 🧑🏻💻</p> <p>These popular men's products top every guy's wish list. #MKBeautifulIndulgence</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>List the products you're featuring. Call out a benefit or feature for each product. How often should they be used? Who would enjoy receiving these as gifts? Share how you can help your customers create a personalized gift set.</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Thursday, Dec. 22</p>	<p><i>Mary Kay Chromafusion</i><sup>®</sup> Eye Shadow in Soft Heather, Crystalline and Golden Mauve</p> <p><i>Mary Kay</i><sup>®</sup> Eyeliner in MK Deep Brown</p> <p><i>Lash Love</i><sup>®</sup> Mascara in I ♥ black</p> <p><i>Mary Kay</i><sup>®</sup> Volumizing Brow Tint in Dark Blonde</p> <p><i>Mary Kay</i><sup>®</sup> Precision Brow Liner in Dark Blonde</p> <p><i>Mary Kay Chromafusion</i><sup>®</sup> Blush in Hint of Pink and Darling Pink</p> <p><i>Mary Kay</i><sup>®</sup> Supreme Hydrating Lipstick in Fuchsia Dream</p>	<p>Take a short video or Instagram Reel of yourself re-creating the makeup artist look: Pink Pop. Find the steps to complete this look <a href="#">here</a>.</p>	<p>I'm dreaming of a PINK Kiss-mas! 🍷 Follow along with me as I re-create the Pink Pop Makeup Artist Look. It's the perfect pop of color for any holiday party or get-together.</p> <p>Loving this look? 😊 Direct message me to learn which Mary Kay products I used! #MKBeautifulIndulgence</p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Monday, Jan. 2		Snap a selfie of yourself or with your team members.	<p>New year, new me – but the same dreams! 🦋 This year, I’m more determined than ever to turn my resolutions into reality. #MyMKLife #MKBeautifulIndulgence</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>What are your top three goals for 2023? How can you make time to accomplish them? How does your Mary Kay business play into your goals? Is there a specific area of your business you want to focus on this year?</i></p> <p>REMINDER: CONTEXT IS KEY. Consider talking about how long you have been in business and how much work and dedication it took to earn prizes and the Mary Kay Career Car. This helps give someone who knows nothing about the Mary Kay opportunity better insight into your achievement. Click <a href="#">here</a> for a list of terms and concepts to avoid using on social media.</p>

## DIGITAL PARTY SOCIAL MEDIA PLAYBOOK

Promote your upcoming digital *Mary Kay*® parties using the [Digital Party Social Media Playbook!](#) Whether you’re hosting a party in a Facebook group, on Facebook Live or through a Zoom call, you and your party hostess can use these prompts to build excitement and create buzz on social media.

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Saturday, Jan. 7	Mary Kay® skin care products	Take a photo of your selected skin care products. Style them next to your bathroom sink or a face towel.	<p><b>THIS IS A COMMERCIAL POST AND CAN ONLY BE SHARED ON BUSINESS PAGES OR IN GROUPS!</b></p> <p>I love a fresh start, and so does my skin! 😊 What better time to begin a new skin care routine than the beginning of a new year? Mary Kay’s customizable collections have everything your skin needs to achieve major wins.</p> <p>Ready to glow? ✨ Message me to set up your very own skin care consultation! #MKBeautifulIndulgence</p>
Thursday, Jan. 12	Mary Kay® Silky Setting Powder	In bright lighting, snap a selfie of your full look without the powder. Then take another selfie after you have applied the powder.	<p>My #MKBeforeAndAfter speaks for itself! Mary Kay Silky Setting Powder enhances all my favorite looks. This makeup multitasker:</p> <ul style="list-style-type: none"> <li>👁️ Helps even skin tone.</li> <li>✨ Minimizes shine.</li> <li>☒ Blurs minor imperfections.</li> <li>🖌️ Blends effortlessly.</li> </ul> <p>#MKBeautifulIndulgence</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>Which shade of Mary Kay® Silky Setting Powder are you using? Was it easy to apply? Are you wearing it alone or layered with other Mary Kay® face products?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, Jan. 18</p>	<p>Limited-Edition† <i>Mary Kay</i> <i>Illuminea™</i> Body Soufflé</p>	<p>Take a short video or Instagram Reel of yourself opening the container. Then scoop a bit of product on your finger to show the whipped texture of the Body Soufflé.</p>	<p>It's time to wrap my skin in luxury! 🌸 Limited-edition Mary Kay Illuminea Body Soufflé is my new top pampering pick. I love indulging my skin and my senses with this luxurious treat. #MKBeautifulIndulgence</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>Describe the fragrance notes. How does the product feel on your skin? When do you like to apply it? Who would enjoy receiving it as a gift? What are some other ways you like to pamper yourself?</i></p>
<p>Friday, Jan. 27</p>	<p><i>TimeWise®</i> Age-Fighting Lip Primer</p> <p>AND</p> <p>Your go-to <i>Mary Kay®</i> lipstick or lip gloss</p>	<p>Take a photo at the start of the day after you've applied the lip products. Then take another photo later in the day after you've reapplied.</p> <p><b>PRO TIP:</b> Instead of photos, create a time-lapse video to show your lipstick/lip gloss wear throughout the day.</p>	<p>My day starts with a swipe of primer and ends with a fabulous shine! 😁 A perfect pout is always within reach with these two fabulous finds. #MKBeforeAndAfter #MKBeautifulIndulgence</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>Which Mary Kay® lip product are you wearing with the lip primer? Be sure to call out the shade! How long did you wear the products between photos? How do your lips look and feel after reapplying? Who would enjoy using these products?</i></p>

†Available while supplies last

\*Available from participating Independent Beauty Consultants only and while supplies last

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