



MARY KAY

Social Media Playbook


April 2025

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, click [here](#).

If your post is attempting to do business with your audience, that is you are actively soliciting team members, selling products, posting prices, discounts, the post is considered a commercial message and should be reserved for a business page, account or closed customer groups, not your personal account.

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Saturday, April 1 April Fool's Day	Mary Kay® Supreme Hydrating Lipstick in Coral Confetti AND Mary Kay® Gel Semi-Matte Lipstick in Poppy Please AND Mary Kay Unlimited® Lip Gloss in Sheer Illusion	Take a video of yourself holding up and then applying these various lip products and puckering your lips or smiling. Inspiration: https://www.tiktok.com/@marykayus/video/7470194817650347310?is_from_webapp=1&sender_device=pc&web_id=7460624777507194374	It may be April Fool's Day, 🤪 but I do NOT joke around with my lip products! 🙄 For a bold, long-lasting lip, I'm always reaching for my Mary Kay lipsticks and lip glosses. 🚫 🚫 Personalize your post by answering the questions below! <i>What Mary Kay® lip liners would you pair with these products? Do you have a funny lipstick or lip gloss joke you can share for April Fool's Day?</i>
Thursday, April 10	Mary Kay® Nourishing Oil	Record a video of yourself applying the Nourishing Oil, making sure to include close-up shots of the product to highlight its texture and shine. Show the different ways you can use the oil – whether it's on your nail cuticles, ends of your hair or on your face.	I'm giving myself an instant ✨ glow-up ✨ with just a few drops of Mary Kay Nourishing Oil! This is the perfect hydrating skin care product that can be used on your face 🙄, cuticles 🙄, elbows 🙄 and even the ends of your hair. 🙄

		<p>Inspiration: https://www.tiktok.com/@marykayus/video/7474632371669683502?is_from_webapp=1&sender_device=pc&web_id=7460624777507194374</p>	<p>Drop a 🧡 in the comments if you want to try it out for yourself.</p> <p>Personalize your post by answering the questions below! <i>Where does this product fit into your skin care routine? Who would you recommend this product to?</i></p>
<p>Wednesday, April 16</p>	<p>Mary Kay Clinical Solutions® Dynamic Wrinkle Limiter™</p>	<p>Record a video of yourself applying Mary Kay Clinical Solutions® Dynamic Wrinkle Limiter™ where you have wrinkles, such as your forehead or crow’s-foot area.</p>	<p>Bye-bye, wrinkles. 🙌 Whether they’re on your forehead, crow’s-foot area or between the brows, Mary Kay Clinical Solutions Dynamic Wrinkle Limiter relaxes the appearance of expression lines and limits wrinkles, without the pain of professional injections. 🚫💉</p> <p>💬 DM me if you’re interested in adding this product to your routine.</p> <p>Personalize your post by answering the questions below! <i>Where is your favourite spot to apply Mary Kay Clinical Solutions® Dynamic Wrinkle Limiter™? What results have you or your customers seen since using this product?</i></p>
<p>Tuesday, April 22</p> <p>Earth Day</p>		<p>Visit the Social Media Images Library on Mary Kay InTouch®, and navigate to Booking, Selling & Team Building section. Download any image related to sustainability/ environmental impact or Earth Day.</p>	<p>Every day is Earth Day when you work with a pink company that goes green all year-round. 🌸🌍🌱</p> <p>Mary Kay consistently prioritizes the environment by using sustainable packaging 📦, saving water 💧 at its renewable energy-powered manufacturing</p>

		 <p>WORLDWIDE RECYCLING PROGRAM</p>	<p>facilities 🌿 and dedicating itself to ocean 🌊 and wetland 🌿 conservation projects.</p> <p>🌳 How are you giving back on this Earth Day?</p> <p>Personalize your post by answering the questions below! <i>What do your individual environmental contributions look like as an Independent Beauty Consultant? How are you celebrating Earth Day today?</i></p>
<p>Friday, April 25</p>	<p>Mary Kay® Liquid Eye Shadow in Pink Starlight</p> <p>AND</p> <p>Mary Kay Chromafusion® Eye Shadow in Dusty Rose</p> <p>AND</p> <p>Mary Kay Chromafusion® Eye Shadow in Candlelight</p> <p>AND</p> <p>Mary Kay Chromafusion® Blush in Darling Pink</p> <p>AND</p> <p>Mary Kay Unlimited® Lip Gloss in Pink Ballerina</p>	<p>Film several short videos showing yourself applying the products listed while following the steps outlined here. Upload the video footage to the social platform of your choice to combine the footage together in the app. Film a voiceover or add text instructions in-app so your audience can follow along.</p>	<p>Nothing embodies the spring season like a fresh, natural makeup look, featuring pretty, soft pinks! ❤️ 🌸</p> <p>What I'm wearing:</p> <ul style="list-style-type: none"> ❤️ Mary Kay Liquid Eye Shadow in Pink Starlight ❤️ Mary Kay Chromafusion Eye Shadow in Dusty Rose ❤️ Mary Kay Chromafusion Eye Shadow in Candlelight ❤️ Mary Kay Chromafusion Blush in Darling Pink ❤️ Mary Kay Unlimited Lip Gloss in Pink Ballerina <p>Personalize your post by answering the questions below! <i>What's your favourite product featured in this makeup look? What spring occasions would you wear this makeup look to?</i></p>

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