



NEW INDEPENDENT BEAUTY CONSULTANT SOCIAL MEDIA PLAYBOOK

The goal of social media isn't to just make a sale. It's to make connections. When you show your customers – and potential customers – how much you love your life and how passionate you are about what you do, it builds trust and confidence in the products you're selling and you as a Beauty BFF.

YOUR FIRST STEP: Create a Facebook **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.

Before posting, visit the Social Media section on Mary Kay InTouch® to familiarize yourself with the Social Media Guidelines. All of the posts mentioned below are meant to be posted on your **BUSINESS** Page, not your **PERSONAL** account (unless otherwise stated).

The most important guideline to understand before posting is the difference between an informational message and a commercial message. **COMMERCIAL MESSAGES CAN ONLY BE POSTED ON YOUR BUSINESS ACCOUNTS.**

- Informational messages show your love for a Mary Kay® product or enthusiasm for your Mary Kay business. These messages can be posted on a personal or business page.
 - Example: I love this Mary Kay® lipstick! I'm wearing the shade Red Stiletto.
- Commercial messages ask an individual to engage in business with you. These posts may include prices, promotions or team-building information. These messages can only be posted to a business page or group.
 - Example: I love this Mary Kay® lipstick! Buy it from me for only \$21!

Tip! Sprinkle in a little bit of YOU into each post and caption! It's important for your audience to know and connect with what makes you, you! Remember, people will buy you before buying any of the products you offer. Personalize the captions by adding in your Mary Kay® Personal Web Site (find out how to get one, [here](#)), life experiences or product tips and tricks. And don't forget to personalize the biography on your Instagram and Facebook Business accounts!

Mary Kay InTouch® > Education > Social Media > Social Media Guidelines

So, let's get started!

***** STEP 1: CREATE A FACEBOOK BUSINESS PAGE *** FIND OUT HOW, [HERE!](#)**

Name your Business Page exactly as shown here:

Enter your name followed by “Mary Kay Independent Beauty Consultant”. Example: Jane Smith, Mary Kay Independent Beauty Consultant

Naming convention examples for Instagram Business accounts: @janesmithMK, @janesmithMKIBC, @jsmithMK, @jsmithMKIBC, @janesMK, @janesMKIBC

Personalize your business accounts – see examples below

Facebook:

“As a Mary Kay Independent [Title – ex. Beauty Consultant, Sales Director], I sell Mary Kay skin care, body care, fragrances and colour cosmetics.”

Or

“As a Mary Kay Independent [Title – ex. Beauty Consultant, Sales Director], I sell Mary Kay skin care, body care, fragrances and colour cosmetics. I also can help other women who are interested in starting their own Mary Kay business.”

Instagram inspiration:

NAME

Health/Beauty

MOM | ENTREPRENEUR | MAKEUP | SKINCARE | BEAUTY BFF

Insert a little bit about yourself or what people can expect to see (i.e., A place of encouragement + inspiration + life and beauty tips 🍷. Showing women everywhere they can ave it all)

POST IDEA	PHOTO / VIDEO IDEAS	CAPTION IDEAS
<p>Day 1 – post on your personal account. This is so you can tell your friends and family you started a Mary Kay business and invite them to follow you on your Business page.</p> <p>Given Facebook’s restrictions on selling on a personal profile (this is prohibited), invite your Facebook friends to “Like” your Business Page. We recommend you do this no more than once a month. Your friends on your personal profile did not opt in exclusively for business updates so direct them to your Page where they are expecting to hear about your business.</p>	<p>Take a selfie, a photo of your favourite product or anything you feel represents the business you want to develop.</p>	<p>I am so excited to announce that I have started my own Mary Kay business!</p> <p><i>(Why did you choose Mary Kay? Which products have you tried? What are you most looking forward to with your new business?)</i></p> <p>Please follow along on my new business page for all things beauty and skin care and drop a 💖 in the comments to let me know that you followed! <i>(link to your business page)</i></p> <p><i>*Alternative: If you choose to have a closed group over a business page, you will have to add followers into the group. Use this caption instead:</i></p> <p>Please comment below if you would like to be added to my VIP customer group!</p>

<p>Day 1 on your Business Page</p> <p>Let your followers know that you've started a Mary Kay business.</p> <p>TIP: Start thinking about what you want your personal brand to look and feel like.</p>	<p>Take a selfie, a photo of your favourite product or anything you feel represents the business you want to develop.</p> <p>TIPS! Use natural light whenever possible.</p> <p>Try standing outside or facing a large window.</p> <p>Shoot in landscape (holding your phone horizontally). When you post you will have more room to crop into a square.</p> <p>Avoid filters that drastically change the colour of your photo. Only make slight changes to ensure images look realistic.</p>	<p>So, I did something 😊. I became a beauty advisor with Mary Kay after I fell in love with how the products make my skin feel. So excited to learn more and share with you! #MyMKLife</p> <p><i>Feel free to mention the product you first fell in love with (I can't live without the Charcoal Mask, and I need to tell others!)</i></p> <p><i>Share why you started your business (I want to be able to stay home with my kids. I wanted a change from corporate life. I felt stuck and was lacking purpose and passion. I was looking for flexibility. I figured, hey, if I love the products so much, why not share them with others? It was time to try something new, something just for me. I figured why not make a little money on the side)</i></p> <p>Follow along right here for all things beauty and skin care!</p>
<p>Day 3 on your Business Page</p> <p>Invite people to learn more about the products</p>	<p>Take a selfie with your favourite skincare product, holding it nearby your face, and smile!</p>	<p>Ready to revamp your skincare or makeup routine? Let's work together to find something you actually love.</p> <p>Give this a 👍 to find out more.</p>
<p>Day 4-6 on your Business Page</p> <p>Share your favourite product and why. Product testimonials and personal reviews are key to piquing interest and make great conversation starters!</p> <p>Show off your favourite lipstick, the before and after of applying CC cream (show how simple it is to use). If you're on Instagram, share to your Story and conduct a poll asking who wants to know more. Or ask them to comment below your post.</p>	<p>Take a before and after photo and show them side by side (i.e., CC Cream, mascara, blush). Or apply the product to only one side of your face to show the difference.</p> <p>OR</p> <p>Take a selfie wearing your favourite lipstick, mask, mascara.</p> <p>Create a short video or reel of you applying and removing your favourite mask or cleanser. This is where a ring light that holds your phone comes in handy. Or prop your phone on something at face level. We like to do this against</p>	<p>Thought starters:</p> <p>Now this is the ultimate before and after! I cannot believe the VOLUME the Lash Intensity added to my lashes! OBSESSED. 😊</p> <p>I have a few left and would be happy to deliver this week. Let me know if you want to add this gem to your beauty bag! (Reminder: this call to action can only be posted on a Business Page, not your personal account).</p> <p>OR</p> <p>One of my favourites that I've been using for years is CC Cream Complexion Corrector. If you need to be out the door in five, this will do the trick.</p>

	<p>the mirror in the bathroom! There are tons of online tutorials on how to create short videos and reels. Remember, practice makes perfect!</p>	<p>The charcoal mask is a gamechanger for my skin!</p> <p>I love how the charcoal mask acts like a magnet, deep cleansing my pores.</p>
<p>Day 4-6 on your Personal Account</p>	<p>Share the previous post from your business page to your personal page. Sharing posts from your business page to your personal page should not be frequent. Save this option for big announcements or special occasions. Because you just started your Business page, it's a okay to post a few reminders in your first month, then more sporadically once you've built your following.</p>	<p>Now this is the ultimate before and after! I cannot believe the VOLUME the Lash Intensity added to my lashes! OBSESSED. 😊 Don't forget to follow my new Mary Kay business page too so you can learn more about these amazing products!</p>
<p>Day 8 on your Business Page</p> <p>A quote or anything inspirational. It could be from a book you're reading (Mary Kay's biography!) or a podcast you're listening to – anything that resonates with you personally.</p>	<p>Post an image of the quote.</p> <p>Write the quote in a journal, sticky note or piece of paper and style the image with pretty flowers or home décor items.</p> <p>Post a flat lay of the book you're reading (could be on your bed or a comfy chair/table) and surround it with props like flowers or a coffee mug, even throw in a lipstick or mask to give off relaxing vibes.</p> <p>Take a selfie or boomerang with the book you're reading</p> <p>Take a screengrab of the latest podcast you're listening to.</p>	<p><i>Share what the quote, book, podcast means to you and why.</i></p>
<p>Day 12 on your Business Page</p> <p>A layout of your skincare routine (could be morning or night/or both)</p> <p>This would also be a great time to demo how you use the skin</p>	<p>Place your skin care routine on a countertop or vanity. Style the photo with a clean towel or a small floral arrangement. Snap an image of the routine from a few different angles, then select your favourite photo for posting. Tip! Hold</p>	<p>I never miss a day of my amazing skin care routine!</p> <p><i>Share how these products help you reach your skin care goals. What bad skin care habits have you left in the past since you started? How has this routine improved</i></p>

<p>care (i.e., show them how much product to use – a little goes a long way, etc.)</p>	<p>your phone or camera 8 inches above the product and snap a flat lay photo.</p> <p>Take it one step further and demo how to use the skin care in a video or reel!</p> <p>OR</p> <p>Take a video using your PM skin care routine. Or go live and walk your followers through your nighttime routine, step by step!</p>	<p><i>your overall skin appearance and confidence?</i></p> <p>Ask: Do you have any skin care goals for 2022? Want your own personalized skin care routine? Contact me for a consultation!</p> <p><i>(Reminder: this call to action can only be posted on a Business Page, not your personal account).</i></p> <p>OR</p> <p>Prep your skin for sweet beauty sleep with an enhancing PM routine. Not sure where to begin? See each step of my nighttime routine in action!</p>
<p>Day 12 on your Personal Account</p>	<p>Use the same photo or downloaded image from the previous post.</p>	<p>I never miss a day of my amazing skin care routine! Don't forget to follow my new business page for the latest beauty advice and products. <i>(link to your business page)</i></p>
<p>Day 15 on your Business Page</p> <p>Promote <i>The Look</i> catalogue</p>	<p>Place the most recent issue of <i>The Look</i> on a flat surface. Add an assortment of two or three products laying around the catalogue or just overlapping the corners of the catalogue. Take a photo from 10–12 inches above the scene.</p>	<p>Who needs an issue of <i>The Look</i>? Post a comment below, and I can mail one your way. Or you can flip through a digital version of the catalogue right here: <i>(link to the interactive Catalog available on your Mary Kay® Personal Web Site or marykay.ca)</i></p> <p><i>(Reminder: this call to action can only be posted on a Business Page, not your personal account).</i></p>
<p>Day 18 on your Business Page</p> <p>Time to demonstrate another product!</p>	<p>Create Instagram Reels or take a video of yourself removing eye makeup (or even just mascara) with Mary Kay® Oil-Free Eye Makeup Remover and then removing face makeup with Mary Kay® Micellar Water.</p>	<p>Looking for easy-breezy beauty? Try these two simple steps for a clean complexion.</p> <p>👉 Dissolve stubborn eye colour with Mary Kay® Oil-Free Eye Makeup Remover.</p> <p>👉 Break down face makeup with Mary Kay® Micellar Water.</p> <p>#MKMustHaves</p>
<p>Day 20</p>	<p>Take any pink Mary Kay® product that you have on</p>	<p>Stop your scroll! Did someone say FREE stuff? I did! Host a Mary Kay® virtual party</p>

<p>Promote hostess perks on your Business Page</p>	<p>hand. Include product incentives that a hostess may receive for hosting a skin care party with you. (This could be samples, full-sized product or a gift-with-purchase item.) Decorate the scene with party streamers or confetti, then take a picture.</p>	<p>with me, and you could earn Mary Kay® products and gifts while you hang out with your friends online. I'd call that a no-brainer! Message me if you would like details. 🎀 <i>(Reminder: this call to action can only be posted on a Business Page, not your personal account).</i></p>
<p>Day 20 on your Personal Account</p>	<p>Use the same photo or downloaded image from the previous post.</p>	<p>There are so many perks for hosting a Mary Kay® skin care party! Are you interested in becoming a hostess? Don't forget to follow my new business page to stay up to date on all of the latest offerings from Mary Kay! <i>(link to your business page)</i></p>
<p>ONGOING POST IDEAS THAT CAN BE MIXED AND MATCHED! Continue posting every 2-4 days to stay top of mind for your customers and to keep them engaged.</p>		
<p>Day 24 on your Business Page Share your excitement for your business</p>	<p>Post a photo of your party set up or your party guests (with their permission)</p>	<p>Just booked my XX skin care class this month! So excited to share my love of this brand with others. OR I just had the best skin care party ever! Thank you, ladies for your enthusiasm and your interest in the products.</p>
<p>Day 28 on your Business Page Share the flexibility</p>	<p>Snap a photo of yourself in your home, your backyard, in a café, your car, etc.</p>	<p>My office this afternoon! LOVE 📍 #mymklife <i>You are your own boss! Share how owning your business gives you the control of your schedule.</i></p>
<p>Day 30 on your Business Page Share your must-have</p>	<p>Take your favourite Mary Kay® makeup product, and place it on a simple, colourful background. You could use posterboard, scrapbook paper or wrapping paper to create a seamless backdrop. Now take a photo of the product.</p>	<p>My makeup doesn't feel complete without <i>(insert product name)</i>. <i>(Tell us about this product. How do you use it? Is this product new to you or an old favourite? Who would you recommend this product to?)</i> Contact me to try it for yourself: <i>(link to your Mary Kay® Personal Web Site)</i></p>

		<p>(Reminder: this call to action can only be posted on a Business Page, not your personal account).</p> <p><i>EXAMPLE:</i> It's a best seller for a reason! The Mary Kay® Oil-Free Eye Makeup Remover will become your new best friend. Contact me to order one today!</p>
<p>MORE THOUGHT STARTERS</p>		<p>Tutorials Step-by-step tutorials are a great way to show your customers how to go from every day to extraordinary.</p> <ul style="list-style-type: none"> • New Year's Eve Tips – how to use shimmer • Your morning and nighttime skin care routine • Cat Eye <p>Go Live! <i>Example:</i> Join me for a fun masking party on Facebook Live later today! I am going to apply the TimeWise® Moisture Renewing Gel Mask and talk about all of my favourite moisturizing products.</p> <p>Beauty Tips Customers love to learn fun and easy tips and tricks that simplify their makeup and beauty routine.</p> <ul style="list-style-type: none"> • Skin Care Tips for oily skin • How to mask • Product review <p>Show your customers why you love being a Mary Kay Independent Beauty Consultant. Where else could you find the love and enthusiasm than here at Mary Kay?</p> <p>Share the opportunity <i>Example:</i> If you could start a Mary Kay business for only \$28, would you consider it? Mary Kay offers a way for women to earn extra income on their own terms. Contact me if you're interested in turning your extra time at home into the possibility of extra income. (Reminder: this call to action can only be posted on a Business Page, not your personal account).</p>

You did it! You made it through the first 30 days of your Mary Kay business. Now what?

Download the monthly social media playbooks for more prompts just like these and keep up the momentum!

Mary Kay InTouch® > Education > Social Media > Social Media Hub > Social Media Playbooks



Tip! Posting anything that invites a user to do business with you – such as a price or a suggestion to book a party are considered commercial messages, which should only be posted to a business page. Refer to the [Social Media Guidelines](#) for more information on informational vs. commercial messages.



Tip! As you learn to grow your social media presence, remember building a brand on social media is about showing your authentic self. Find two to three topics outside of Mary Kay that inspire you. Some examples could be family, fitness, cooking or the outdoors and weave those posts throughout your posts with Mary Kay® products. Continue to share videos or personal posts on your social media channel about your journey. An honest story and authenticity go a long way in providing your followers with your genuine experiences. Allow your followers to dive into uplifting moments about why you became a Mary Kay Independent Beauty Consultant, or you can share moments when you experienced challenges and how you overcame them. Don't forget to use #MyMKLife when talking about how your Mary Kay business just fits your life!



Don't have time to create your own graphics? You can share from @marykaycanada's official brand pages! Also, check out the Social Media Images section in the [Social Media Hub](#) on Mary Kay InTouch® for ready to download images.



After posting, remember to engage! Like or reply to any comments that you receive. Follow up with customers who are interested in products via direct message. Occasionally, include a call to action in your posts. This invites users to answer a question like, "Which shade is your favourite?" or interact with your posts like, "Drop a 😊 below if you love this shade." A call to action can increase engagement on your posts, and increased engagement can help more people see your posts.



Ready to host your first virtual skin care party? Download the [Digital Party Social Media Playbook](#) for post prompts that help build excitement and create buzz on social media leading up to a virtual party.

Mary Kay InTouch® > Education > Digital Parties

Here are a few things that you should never, under any circumstances, post on social media:

- FREE car, FREE jewellery, FREE gift. (These rewards are *earned*. They are not free!)
- Overinflating your sales or lifestyle.
- Selling product on your personal social media page.
- Targeting paid advertisements to noncustomers.
- Using a celebrity image or copyrighted image to promote your Mary Kay business.
- Any statements, representation or claims about how much you or any Independent Sales Force Member earns working a Mary Kay business. The earning potential of a Mary Kay business requires context that just cannot be adequately provided on social media and the internet.
- Find out more in the Social Media Guidelines.