

SOCIAL MEDIA CONTENT CHEAT SHEET

Remember: This is a retail sales opportunity. The profit potential should never be positioned as a retail discount or buyers club.

- Always be truthful and accurate
- Never exaggerate
- Only talk about your personal experience

SOCIAL NETWORK	TYPE OF ACCOUNT	PRODUCT INFORMATION	HOW MUCH YOU EARN OR HOW MUCH SOMEONE CAN EARN THROUGH A MARY KAY BUSINESS	FUN, FLEXIBILITY, COMMUNITY	UP TO 50% PROFIT POTENTIAL ON PRODUCT SALES
FACEBOOK	FACEBOOK PERSONAL PROFILE	✓		✓	
	FACEBOOK GROUP: CLOSED OR PRIVATE	✓	✓	✓	✓
	FACEBOOK BUSINESS PAGE	✓		✓	✓
	FACEBOOK MESSENGER	✓	✓	✓	✓
TIKTOK	TIKTOK (PERSONAL OR BUSINESS)	✓			
INSTAGRAM	INSTAGRAM PERSONAL ACCOUNT	✓		✓	
	INSTAGRAM BUSINESS PAGE	✓		✓	✓
	INSTAGRAM DIRECT MESSAGE	✓	✓	✓	✓
OTHER SOCIAL NETWORKS	PERSONAL PAGES/PROFILES	✓		✓	✓
	IN CLOSED OR PRIVATE SOCIAL MEDIA GROUPS	✓	✓	✓	✓
	PUBLICLY ACCESSIBLE SOCIAL MEDIA	✓		✓	✓