

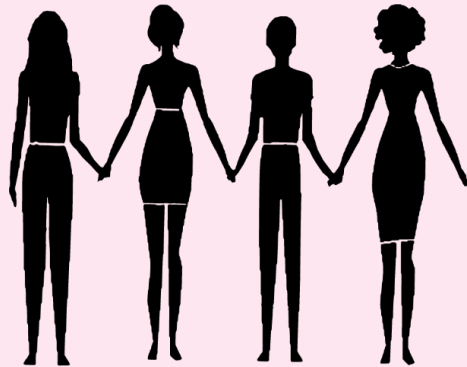


GET SETUP ON SOCIAL MEDIA

SOCIAL MEDIA FITS INTO YOUR BUSINESS AT ANY STAGE.

YOU ARE NEW TO SOCIAL MEDIA FOR BUSINESS

Use social media for personal but haven't used it for business yet.



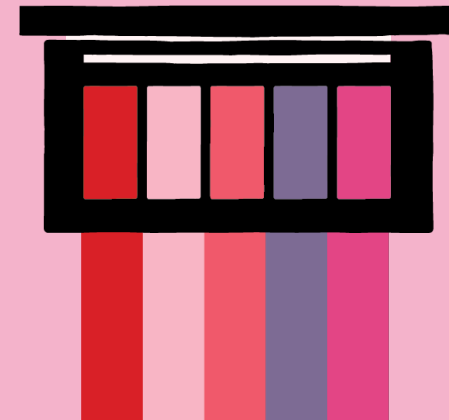
YOU USE SOCIAL MEDIA FOR YOUR BUSINESS

Have social media business pages or use social to talk about your business.



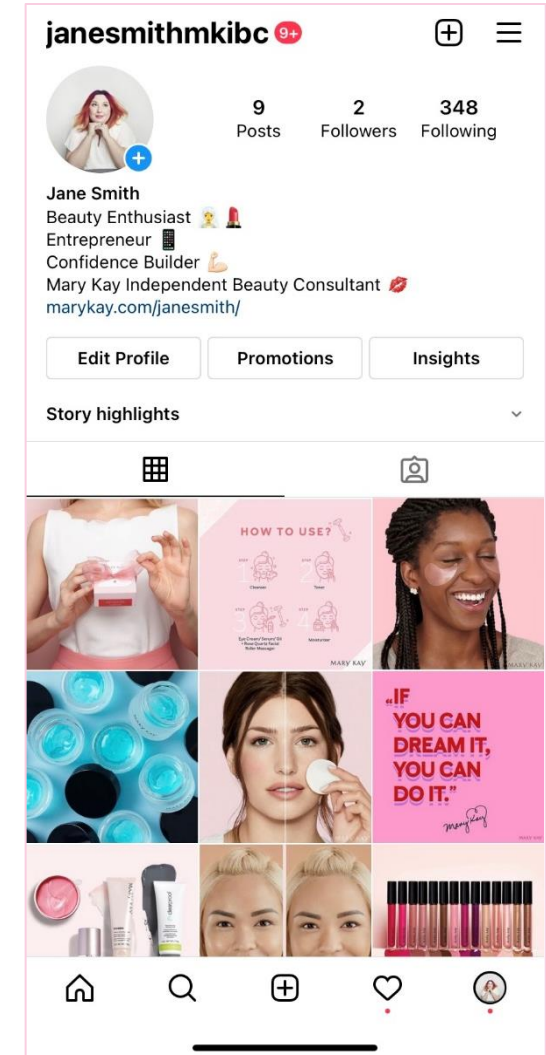
YOU ARE SOCIAL MEDIA SAVVY

Have an established social media presence for your business.



IF YOU ARE NEW TO SOCIAL MEDIA FOR BUSINESS

1. Decide which social media channels will be most authentic to you.
2. Create a business account/page, and invite people you know to follow or join, then follow IBCs/beauty influencers in addition to friends, family.
3. Upload profile pictures that show your face.
4. Make sure all your information is updated (i.e. your Instagram bio speaks to who you are and your Mary Kay business, keep your contact information up to date on Facebook, include a link to your personal website on all of your accounts, etc.).
5. Start posting on your social media accounts more regularly to increase your visibility.
6. Ask your customers to share testimonials or before & after photos with you and ask for their permission to share on your social media accounts.



NAMING PERSONAL SOCIAL ACCOUNTS

Personal Accounts

- Personal Accounts are Facebook personal profiles, Instagram personal accounts and all YouTube channels
- In a personal social media account, your followers may be your family, friends and acquaintances who want to keep in touch with you and are not necessarily interested in your Mary Kay Business.

The name of your personal social media accounts should not contain any version of “Mary Kay” in the title.

DO

Jane Smith
@janesmith
@jsmith

DON'T

Jane Smith, Mary Kay
@janesmithMK
@janelovesmarykay

NAMING BUSINESS SOCIAL ACCOUNTS

Business Accounts

- Business Accounts include Facebook Business Pages, Facebook Closed or Private Groups and Instagram Business Pages.
- Twitter and Pinterest do not separate Personal and Business Accounts, so you may want to create separate accounts if you would like to promote your Mary Kay business on these platforms.

While you are an active independent beauty consultant, you do have permission to use “Mary Kay” or “MK” in the title of your business social media accounts, if you follow these naming conventions.

DO

@janesmithMK

@janesmithMKIBC

@jsmithMK

Jane Smith, Mary Kay Independent Beauty Consultant

@jsmithMKIBC

@janesMK

@janesMKIBC

DON'T

Jane Smith, Mary Kay

Jane Smith, The Best Mary Kay Consultant

Jane's Mary Kay Page

@janelovesmarykay

@soccermomMK

IF YOU USE SOCIAL MEDIA FOR YOUR BUSINESS

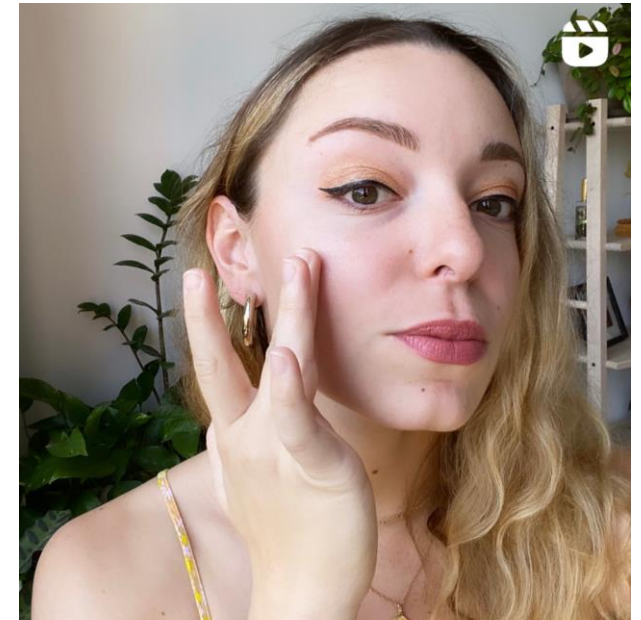
1. Consider trying different features on each social media channel, like using hashtags or stories on Instagram and sharing videos on Facebook.
2. Start getting a feel for the type of posts your followers engage with. What happens if you ask them a question? Do they prefer to see product demonstrations or hear about your life? It's not about how many followers you get or how many responses you get, any feedback is great!
3. Follow, engage, and build relationships with other Independent Beauty Consultants and beauty lovers to see what you might get inspiration and build community.
4. Consider investing in a ring light to increase the quality of your photos and videos. Pay attention to lighting and backgrounds to set the stage for beautiful photos and videos.
5. Use Direct Messages (DMs) to have one-on-one conversations with customers and potential new team members to build your credibility and grow connections.



Liked by juliengg.xoxo and others
janedeau I love using Mary Kay Lash Intensity Mascara to complete a shimmery eye look for date night. #MaryKay #Mascara

IF YOU ARE SOCIAL MEDIA SAVVY

1. Evaluate which posts and types of features your followers like (Polls, Reels, Stories, In-Feed) and don't be afraid to try new channel features when they launch.
2. Continue to build relationships with your customers, beauty lovers and other Independent Beauty Consultants by engaging on their social media posts.
3. Organize your social media accounts by taking advantage of features like Instagram Highlights and Guides, Facebook Albums, and YouTube Playlists. Remember your accounts are like a first impression, take the time to define your personal brand and build it with consistency.
4. Ask your followers what they like to see on your accounts or what information they are most interested in.
5. Boost posts to your EXISTING followers with Facebook or Instagram ads. (Reminder that you can only boost posts to your existing followers to be compliant with your Mary Kay agreement).



Liked by juliengg.xoxo and others
janedeau Check out my newest step-by-step tutorial on how to perfectly blend your makeup!

WHERE TO POST ON SOCIAL MEDIA

There's a difference between “*doing business*” (commercial/advertising messages) and “*talking about your business*” (informational messages).

YOUR BUSINESS ACCOUNT

YOUR GOAL: DO BUSINESS

Promote bundles, specials, and products available for purchase on your Business Page. If you want to share product benefits and pricing. **Actively soliciting team members.**

YOUR PLAN: COMMERCIAL

Sell product with *commercial/ advertising messages*. *Commercial messages cannot have hashtags.*

SOCIAL PLATFORMS

- Business pages on any platform
- Closed Facebook Group
- Messenger



YOUR PERSONAL ACCOUNT

YOUR GOAL: TALK ABOUT MY BUSINESS

Share the effectiveness of your favorite products with product demos, ‘did-you-know’ ingredient videos, and tips. **Sharing the love for your business.**

YOUR PLAN: INFORMATIONAL

Build trust and credibility with *educational messages*.

SOCIAL PLATFORMS

- Personal profile on any platform
- Facebook groups
- Messenger

**Informational and Commercial posts can be shared on Business Accounts*

BUSINESS ACCOUNT COMMERCIAL*

- Posts that include discounts, price of products, invitations to attend a skin care party or a solicitation to start a Mary Kay business are all considered commercial messages. Advertisements – with an intent to engage in business with your audience.
- Encourage people to purchase with phrases like “contact me,” “buy from me,” “learn more,” “DM me for details,” etc.
- May include price overlays or purchase messaging directly on the image.
- Cannot include any hashtags because that turns the post into an advertisement.

PERSONAL ACCOUNT INFORMATIONAL POSTS

- Offer your honest opinion about you Mary Kay business or sharing your love of Mary Kay products.
- Describe a Mary Kay product or experience.
- Express your opinion on Mary Kay products.
- Can leverage hashtags as appropriate for the platform.
- Don’t mention anything around pricing, discounts, coupons, or sales phrases (e.g., “buy from me.”).

**Informational and Commercial posts can be shared on Business Accounts*

COMMERCIAL POSTS

EXAMPLES



Liked by juliengg.xoxo and others
janedeau Our newest and best collection of bronzers is now available! We have 3 finishes and all of them are just \$18. DM me for more details!

Liked by juliengg.xoxo and others
janedeau 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!
View all 32 comments

INFORMATIONAL POSTS

EXAMPLES



Liked by juliengg.xoxo and others
janedeau This is one of my absolute favorite lip products. Find out how you can have an effortlessly beautiful lip look in 3 simple steps.

Liked by juliengg.xoxo and others
janedeau I love this Mary Kay lipstick in Red Stiletto! It's perfect for my bold look. #MaryKay