



# MARY KAY®

## Phrases and Concepts to Avoid in *Social Media Posts*

Here is a list of words and phrases to avoid including in Social Media posts to help avoid making improper earnings claims:

- ✗ *Financial Freedom*
- ✗ *Financial Flexibility*
- ✗ *Financial Autonomy*
- ✗ *Financial Security*
- ✗ *Financial Independence*
- ✗ *Financial Success*
- ✗ *Debt-Free*
- ✗ *Pay-Off Debt*
- ✗ *6 Figure Income*
- ✗ *Career Income*
- ✗ *Full-Time Income*
- ✗ *Unlimited Income*
- ✗ *Disposable Income*
- ✗ *Replacement Income*
- ✗ *Residual Income*
- ✗ *Open-Ended Income*
- ✗ *Full-Time Opportunity*
- ✗ *Career Opportunity*
- ✗ *Open-Ended Opportunity*

Find examples, and more, in the “How to Market the Opportunity” document under the Social Media Guidelines tab on **[Social Media Central](#)**.

