

MARY KAY

Social Media Playbook

June 2024

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, June 1 Acne Awareness Month	Clear Proof® Acne System	Snap a picture of the Clear Proof® Acne System on your vanity. OR Post a before-and- after photo of how the Clear Proof® Acne System has changed your or a customer's skin (if applicable).	Caption Hey you! 🙌 Did you know that June is Acne Awareness Month? 🤔 📅 Acne is one of the most common skin care concerns for ALL ages, not just teens (looking at YOU second puberty), which is why I ALWAYS suggest the Clear Proof Acne System as the perfect regimen to combat acne! 🗨️ 📌 DM me to learn how to clear up your skin! 😊 Personalize your post by answering the questions below! <i>How have Clear Proof® products affected your customer's confidence? What are some common misconceptions you have heard about acne?</i>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday, June 5</p>	<p>Limited-Edition† Mary Kay® Matte Liquid Lipsticks in Soft Fawn, Rich Mahogany and Red Noir.</p>	<p>Snap a picture of yourself wearing your favourite shade of NEW limited-edition† Mary Kay® Matte Liquid Lipstick and follow it with a picture of all the lipstick shades.</p> <p>INSPO: This Carousel</p>	<p>Caption Soft, summery shades are always cute, but I'm ready to break out of the ordinary and make a BOLD summertime statement with these three limited-edition Mary Kay Matte Liquid Lipsticks! 🌸 🍷 🌞</p> <p>These sultry summer stunners come in the following shades:</p> <ul style="list-style-type: none"> 🦊 Soft Fawn ❤️ Rich Mahogany 🌹 Red Noir <p>Ready to meet your matte? 💕 Leave an emoji below for which shade is catching your eye. 😊</p> <p>Personalize your post by answering the questions below! <i>What shade are you reaching for the most? What other lip products would you recommend using with NEW limited-edition† Mary Kay® Matte Liquid Lipstick?</i></p>
<p>Saturday, June 8</p> <p>National Best Friends Day</p>		<p>Share pictures of all the best friends you have made through Mary Kay!</p>	<p>Caption Shout-out to Mary Kay for introducing me to some of my best friends! Sending you guys so much love this #NationalBestFriendsDay! #MyMKLife 💕 👯</p> <p>Personalize your post by answering the questions below! <i>How does Mary Kay encourage deep connections? What friends have you encouraged to join Mary Kay?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Monday, June 10</p> <p>Prep for Father's Day</p>	<ul style="list-style-type: none"> • MKMen® skin care products • Your favourite Mary Kay® colognes 	<p>Take a flat lay picture of the MKMen® products and/or Mary Kay® colognes you recommend gifting for Father's Day.</p> <p>INSPO: This photo</p>	<p>Caption</p> <p>Father's Day is coming up! And I've got the perfect Mary Kay gifts for all dad's needs! 🧑🏻👔🎁</p> <p>Need to update his skin care game? 🧑🏻🧴 MKMen Regimen!</p> <p>Need something to keep him smelling good and feeling confident? 😎👓 Mary Kay colognes!</p> <p>Need more Father's Day gift ideas? DM me or leave a comment below! 🙋🏻</p> <p>Personalize your post by answering the questions below!</p> <p><i>What Mary Kay® colognes do you recommend for men? What MKMen® skin care product do you recommend as a gift?</i></p>
<p>Friday, June 21</p> <p>First Day of Summer</p>	<ul style="list-style-type: none"> • Mary Kay® Mineral Facial Sunscreen Broad SPF 30 • TimeWise® Daytime Defender Sunscreen Broad Spectrum SPF 30 • TimeWise Repair® Volu-Firm® Day Cream Sunscreen Broad Spectrum SPF 30 • MKMen® Advanced Facial 	<p>Take a video of yourself applying Mary Kay® sunscreen.</p> <p>INSPO: This video</p>	<p>Caption</p> <p>Checking in to make sure you're reapplying your sunscreen. 🧑🏻🧴☀️</p> <p>Remembering to apply AND reapply your sunscreen in the summer heat, when the sun's at its brightest, is crucial for maintaining healthy skin! 🙌🧑🏻🧴</p> <p>Lucky for you, I've got the perfect Mary Kay sunscreen for any of your skin needs. 🧑🏻🧴🔪</p> <p>Personalize your post by answering the questions below!</p> <p><i>What steps are you taking to protect your skin this summer? What other Mary Kay® products do you use to take care of your skin in the summer?</i></p>

	Hydrator Sunscreen Broad Spectrum SPF 30		
Sunday, June 23 National Pink Day	<p>Your favourite pink-packaged Mary Kay® products:</p> <ul style="list-style-type: none"> • Mary Kay® Micellar Water • Mary Kay® Oil-Free Eye Makeup Remover • Mary Kay® Hydrogel Eye Patches • Mary Kay® Mineral Facial Sunscreen Broad Spectrum SPF 30* • Lash Love Fanorama® Mascara • Mary Kay Unlimited® Lip Gloss in Pink Ballerina 	Take a short video or Reel of yourself holding and showing off all the Mary Kay® pink-packaged products.	<p>Caption</p> <p>If there's one thing Mary Kay knows how to do ... it's pink! 🧡🌸🎀 Want to help me paint the world pink? 🌍💕 Leave a comment about your fave pink Mary Kay product below! #NationalPinkDay</p> <p>Personalize your post by answering the questions below!</p> <p><i>What does the colour pink mean to you? How are you celebrating National Pink Day?</i></p>

†Available while supplies last.

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SocialCue

Social Trend: #AcnePositive / #AcnePositivity

What is it? This skincare trend is all about embracing skin's imperfections. Acne positivity is a drive for people to be more open about their skin problems/insecurities, from the occasional spot to full-blown cystic acne. It joins recent moves to celebrate the many and varied appearances of our skin – from vitiligo to freckles and stretch marks – but also seeks to educate those who still believe that acne is a problem for the unwashed and unhealthy. Shown on socials in a variety of formats – videos, still images, and inspirational quotes - #AcnePositivity conveys a message of confidence appreciation for the skin you are in.

Why it works: This positive skin messaging can be leveraged across various platforms to promote confidence and spotlight our variety of acne fighting products. This would be a great opportunity to feature the ClearProof® line by showing, not selling! This trend is more about the encouraging messaging rather than overselling, instilling confidence in one's skin imperfections.

How to do it: Join the #AcnePositivity conversation by posting informative Instagram carousels about skin health, acne fighting tips, or a video showcasing real and raw skin with an encouraging message. See links below for more examples!

Examples:

[\[TikTok1\]](#) [\[TikTok2\]](#) [\[TikTok3\]](#) [\[TikTok4\]](#) [\[Instagram Post 1\]](#) [\[Instagram Post 2\]](#)