

## WINTER 2023 SOCIAL MEDIA PLAYBOOK

### #MKBRIGHTENYOUREVERYDAY

Ready to brighten your winter beauty outlook AND social media feed? Turn the cold and dreary into bold and cheery by posting about the limited-edition<sup>†</sup> *Mary Kay*® 60th Anniversary Trend Collection that features vibrant pops of pink and purple color. Now is also the time, if you haven't already, to start holiday selling! Capture content about the giftable, limited-edition<sup>†</sup> *Mary Kay*® Body Care Set in Lavender Magnolia and limited-edition<sup>†</sup> Orchard Peach *Satin Hands*® Pampering Set so your followers can stock up on their stocking stuffers.

Are you not sure where to start with social media? We created the handy graphic below to remind you of all the resources that live on Social Media Central on *Mary Kay InTouch*®.

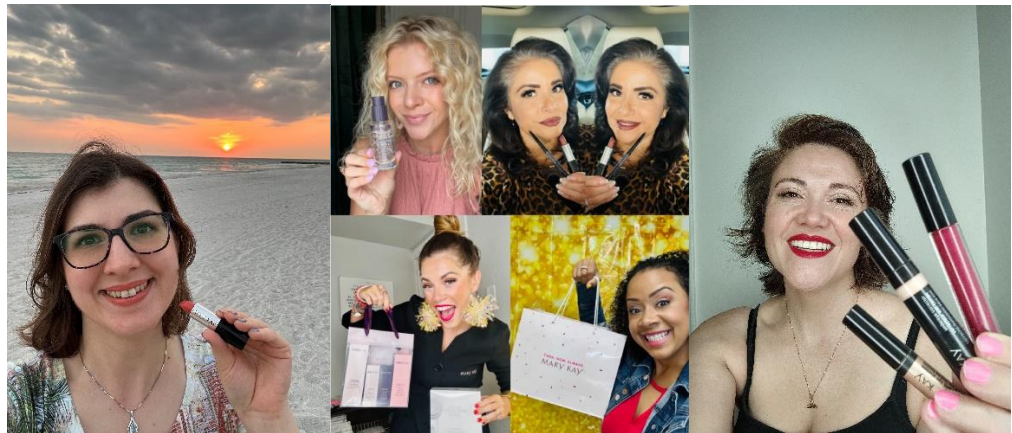
**ESSENTIAL SOCIAL MEDIA CENTRAL RESOURCES**  
TO LEVEL UP YOUR SOCIAL MEDIA GAME

IF YOU ...	USE THIS SOCIAL MEDIA CENTRAL RESOURCE.
Want to master social media for your Mary Kay business	→ <i>MKConfident</i> ™ Mastering Social Media Module
Need to plan and create your social media content calendar	→ Quarterly Social Media Playbooks
Want to understand the differences among the most popular social media platforms and other helpful tips	→ Social Media Master Classes
Want to find Mary Kay images to post on your social media pages	→ <i>Mary Kay</i> ® Digital Library
Want to know what you can say about Mary Kay on your social media	→ <i>Where Can I Say That?</i> Social Media Content Cheat Sheet

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
Wednesday, Nov. 1	Your favorite Mary Kay® self-care products	Create a short video or Reel of yourself taking a moment of self-care or “me” time.  <b>INSPO:</b> <a href="#">This video</a>	Remember to take the time to recharge and prioritize your self-care now before the holiday hustle and bustle begins! 🎄 🧘‍♀️ Whenever I’m in need of a little “me” time, these Mary Kay products are essential for an extra dose of TLC! 🐣 ❤️  <b>Personalize your post by answering the questions below!</b> <i>What Mary Kay® products are you reaching for when you want self-care? How do these products help you unwind?</i>

CHEERS TO A FANTASTIC #MARYKAY60 CELEBRATION!

Thanks to all the Mary Kay Social Creators’ posts using the #MaryKay60 hashtag, thousands of more people are learning about all the fabulous Mary Kay® products and the fulfillment you can get from being a Mary Kay Independent Beauty Consultant. Check out some of the awesome photos below shared by all of you nationwide. Be sure to use some of these photos as inspiration for your own posts to make the next 60 years even stronger!




DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Monday, Nov. 6</p>	<ul style="list-style-type: none"> <li>• NEW Limited-Edition† <i>Mary Kay</i>® 60th Anniversary Eye Shadow Palette</li> <li>• NEW Limited-Edition† <i>Mary Kay</i>® Velvet Lip Crayon</li> <li>• NEW Limited-Edition† <i>Mary Kay</i>® Nail Polish</li> <li>• NEW Limited-Edition† <i>Mary Kay</i>® 60th Anniversary Collection Bag</li> </ul>	<p>Create a Reel of yourself pulling the different limited-edition products out of the limited-edition† <i>Mary Kay</i>® 60th Anniversary Collection Bag.</p> <p><b>INSPO:</b> <a href="#">Check out this post</a></p>	<p>This new 60th Anniversary Trend Collection is so special!! 🥰 I am proud Mary Kay has been inspiring women everywhere for 60 years now! 🎉 And what a way to celebrate! 🥳🥳 If you're a makeup enthusiast or just looking for an impeccable gift, the fun colors and adorable packaging are PERFECTION! 😍 But just like our diamond anniversary, the party can't last forever. 😞🍷 This collection is LIMITED-TIME ONLY, so be sure to check it out before it's too late! 📦🏃</p> <p><b>Personalize your post by answering the question below!</b>  <i>Which limited-edition† Mary Kay® 60th Anniversary Trend Collection product are you most excited about and why?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Tuesday, Nov. 14</p>	<ul style="list-style-type: none"> <li>NEW Limited-Edition<sup>†</sup> <i>Mary Kay</i>® 60th Anniversary Eye Shadow Palette</li> <li>NEW Limited-Edition<sup>†</sup> <i>Mary Kay</i>® Velvet Lip Crayon in Pink Rose</li> <li><i>Mary Kay</i>® <i>Ultimate Mascara</i>™</li> <li><i>Mary Kay</i> <i>Chromafusion</i>® Blush in Shy Blush</li> </ul>	<p>Re-create the makeup artist look for the new limited-edition<sup>†</sup> <i>Mary Kay</i>® 60th Anniversary Trend Collection that's featured in the Winter Look Book. Then take a photo or video in good lighting of the final look.</p>	<p>I had so much fun re-creating a makeup artist look using the limited-edition Mary Kay 60th Anniversary Trend Collection! 😍 Not only does it look amazing, but it was so easy to do! 🧑💄 This look is perfect for any upcoming holiday parties 🎉 or if you're just looking to add a fun pop of color. 🌈 Want to try it out for yourself? Here's what I used:</p> <ul style="list-style-type: none"> <li>👁️ Limited-Edition Mary Kay 60th Anniversary Eye Shadow Palette</li> <li>👄 Limited-Edition Mary Kay Velvet Lip Crayon in Pink Rose</li> <li>♥️ Mary Kay Ultimate Mascara</li> <li>😊 Mary Kay Chromafusion Blush in Shy Blush</li> </ul> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>Did you use any Mary Kay® beauty tools to apply this look? What event or occasion will you be wearing this look for?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Monday, Nov. 20</p> <p>Thanksgiving Week</p>		<p>Post multiple photos or videos to Facebook or Instagram highlighting your favorite memories as a Mary Kay Independent Beauty Consultant.</p>	<p>I am so incredibly thankful for all the memories I've made with my Mary Kay family and for every single follower who's been along for the ride. Happy Thanksgiving! 🍷❤️</p> <p><b>Personalize your post by answering the question below!</b></p> <p><i>What Mary Kay memories are you most grateful for?</i></p>

**REMINDER: CONTEXT IS KEY.**

When posting about the Mary Kay Career Car, consider talking about how long you have been in business and how much work and dedication it took to earn the use of the Career Car. Explain that you earned the use of the car and add the following disclosure in the caption: Less than 1% of Mary Kay Independent Beauty Consultants meet the criteria to earn the use of a Career Car. This helps give someone who knows nothing about the Mary Kay opportunity better insight into your achievement.


 Zoey Martinez


Check it out 🎉 Mary Kay just announced a NEW Chevy Trax as the Grand Achiever car, which means beauty consultants can earn the use of a career car! What do you all think? 🤔

Definitely going on my goal board #FutureGrandAchiever #mymklife

\*\*Only the top 1% of the Mary Kay Independent sales force earn the use of a career car through their Mary Kay business.

To learn more about the Career Car Program visit <https://www.marykay.com/.../sell-mary-kay/career-car-program>




 Zoey Martinez

**Congratulations** to me! I am now in the top 1% of the Mary Kay Independent sales force to earn the use of the Pink Cadillac.

All my hard work and dedication paid off.

#mymklife

\*\*To learn more about the Career Car Program visit <https://www.marykay.com/.../sell-mary-kay/career-car-program>



DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Friday, Nov. 24</p> <p><i>Mary Kay Pink Weekend™</i></p>	<ul style="list-style-type: none"> <li>• <i>TimeWise Replenishing Serum C+E®</i></li> <li>• <i>TimeWise Repair® Revealing Radiance® Facial Peel</i></li> <li>• <i>Mary Kay® Instant Puffiness Reducer</i></li> <li>• <i>Mary Kay Clinical Solutions® HA + Ceramide Hydrator</i></li> </ul>	<p>Take a flat lay picture of these listed products which have earned the Good Housekeeping Seal.</p> <p>INSPO: <a href="#">This photo</a></p>	<p>Who else is excited for Mary Kay Pink Weekend? 🧑‍🎨❤️ If you need me, I'll be celebrating by stocking up on all the Mary Kay products that have earned the Good Housekeeping Seal! 🧑‍🎨🛒</p> <p>Which products are on your Mary Kay Pink Weekend wish list? 👁️🛒</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>What other Mary Kay® products do you recommend customers order for Mary Kay Pink Weekend™? What Mary Kay® products do you think are the best value? Why should a customer shop for beauty or skin care items through a Mary Kay Independent Beauty Consultant instead of in a store?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Friday, Dec. 1</p>	<p>Limited-Edition† <i>Mary Kay</i>® Body Care Set in Lavender Magnolia</p>	<p>Style the new limited-edition† <i>Mary Kay</i>® Body Care Set in Lavender Magnolia with ribbons or gift bags to set the holiday scene; then snap a photo!</p> <p><b>INSPO:</b> <a href="#">This photo</a></p>	<p>Looking for some holiday gift guidance? 🎁🙄</p> <p>🌟 Introducing the ultimate Mary Kay Holiday Gift Guide!</p> <p>🌟 This season, I'll be sprinkling in ✨ some of my favorite products to give you gifting inspo sure to knock their festive socks off! 🎄🧦</p> <p>Our first product of honor is the limited-edition Mary Kay Body Care Set in Lavender Magnolia! 💜 Great for fans of fresh and floral scents, 🌸 this set includes an indulgent body lotion and uplifting fragrance mist, all wrapped up and ready to go in its own very merry packaging! ❤️🎁</p> <p><b>Personalize your post by answering the question below!</b></p> <p><i>Do you personally plan to gift this limited-edition set to anyone?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Wednesday Dec. 6</p>	<ul style="list-style-type: none"> <li>NEW Limited-Edition† <i>Mary Kay</i>® 60th Anniversary Eye Shadow Palette</li> <li>NEW Limited-Edition† <i>Mary Kay</i>® Velvet Lip Crayon</li> <li>NEW Limited-Edition† <i>Mary Kay</i>® Nail Polish</li> </ul>	<p>Take a picture of the limited-edition† <i>Mary Kay</i>® 60th Anniversary Trend Collection and a picture of yourself wearing some of the products. Then publish in a carousel post.</p>	<p>🌟 Welcome back to the ultimate Mary Kay Holiday Gift Guide 🌟, part TWO! 🙌</p> <p>If you're looking to polish off your gift list, look no further than the limited-edition Mary Kay Nail Polish! 🪄</p> <p>There are two iconic shades — Legacy Lilac 💜 and Visionary Pink ❤️ — making it THE present for any mani-pedi enthusiast! 😍 Not only is this duo adorable, but it also marks our once-in-a-lifetime 60th anniversary! 🎉</p> <p>Tag someone below who you think would love this gift! 🙌</p> <p><b>Personalize your post by answering the question below!</b></p> <p><i>What other Mary Kay® makeup products are you pairing with the trend collection?</i></p>



DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Friday, Dec. 8</p>	<ul style="list-style-type: none"> <li>• <i>Mary Kay Pro Palette</i>®</li> <li>• Your favorite <i>Mary Kay</i>® makeup products</li> </ul>	<p>Create a Reel or short video of yourself placing your favorite <i>Mary Kay</i>® makeup into a <i>Mary Kay Pro Palette</i>®.</p> <p><b>INSPO:</b> <a href="#">This video</a></p>	<p>There's something soooo satisfying about updating my Mary Kay Pro Palette with all my fave holiday hues! 🥰❄️ I love how simple it is to switch up the shades for any mood, season or reason! 🙌👩💄</p> <p>PLUS, it'd make the perfect gift for that special makeup-lover in your life! Hint, hint 😊</p> <p><b>Personalize your post by answering the question below!</b></p> <p><i>What Mary Kay® beauty tools do you use to apply the products in your Mary Kay Pro Palette®?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Tuesday Dec. 12</p>	<ul style="list-style-type: none"> <li>NEW! Limited-Edition<sup>†</sup> Orchard Peach <i>Satin Hands</i>® Nourishing Shea Cream</li> <li>NEW! Limited-Edition<sup>†</sup> Orchard Peach <i>Satin Hands</i>® Pampering Set</li> </ul>	<p>Take a photo of the NEW limited-edition<sup>†</sup> Orchard Peach <i>Satin Hands</i>® Pampering Set and NEW limited-edition<sup>†</sup> Orchard Peach <i>Satin Hands</i>® Nourishing Shea Cream on your bathroom counter or in a gifting setting with ribbons or gift bags.</p>	<p>They say the best things come in threes – and they’d be right! 🍑🍑🍑</p> <p>We’re back and better than ever with our third edition of the ✨ ultimate Mary Kay Holiday Gift Guide. ✨</p> <p>This week, I’m highlighting a present that is just peachy! 🍑 😊 The limited-edition Orchard Peach <i>Satin Hands</i> Pampering Set! ❤️ 🍑 This is a perfect stocking stuffer with its fragrance-free protecting softener, scented shea scrub and scented shea cream —packaged together in a gift bag that is oh-so-sweet! 😊</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>How do these products make your skin feel? What other Mary Kay® body care products do you recommend using?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Thursday Dec. 21</p>	<p>Your favorite giftable items from Mary Kay. Visit the <a href="https://www.marykay.com">Gift tab on marykay.com</a> for ideas!</p>	<p>Snap a photo of your chosen items with gifting props such as wrapping paper, OR capture an unboxing video of yourself pulling the products out of a decorative box.</p> <p><b>INSPO:</b> <a href="#">Unboxing video here</a></p>	<p>Looking for some last-minute gifting ideas? I 🤝 got 🤝 you 🤝! Just call me your personal holiday helper because I've got Mary Kay gifts for anyone and everyone! 🤝🎁 DM me for gifting recommendations, inspiration and more! 💬🎄</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>Can you deliver to your customers locally? Are you currently offering any bundles?</i></p>
<p>Thursday Dec. 28</p>	<p>Your favorite shimmery <i>Mary Kay</i>® makeup products, such as the limited-edition† <i>Mary Kay</i>® Shimmer Liquid Eye Shadow.</p>	<p>Take a short video or Instagram Reel of yourself applying a shimmery, NYE-inspired makeup look.</p>	<p>What's New Year's without a little bit of ✨sparkle✨? I'm so so SO excited for all that this year will bring for me! 🥳🎉</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>How are you celebrating New Year's Eve? What are you looking forward to in 2024? Do you have any personal application tips you can share?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Monday, Jan. 1</p> <p>New Year's Day</p>		<p>Snap a picture of yourself at your desk with some <i>Mary Kay</i>® products.</p> <p><b>Pro tip:</b> Style your office space with some fun, decorative elements such as a vision board or a goal checklist. The pinker, the better!</p> <p><b>INSPO:</b> <a href="#">This photo</a></p>	<p>New year. New opportunities! 🥰👏🌟 This year, I'm determined to continue to reach my goals and follow my Mary Kay dream! What are your resolutions for 2024? Comment below! 📌</p> <p><b>Personalize your post by answering the questions below!</b></p> <p><i>What are some of your goals as an Independent Beauty Consultant? How can you help others achieve their goals? How are you going to stay motivated throughout the year? What are you looking forward to most in 2024?</i></p>

**CELEBRATE THE NEW YEAR WITH OTHERS ON MY MARY KAY FACEBOOK GROUP**

My Mary Kay is the official Facebook group exclusively for U.S. Mary Kay Independent Beauty Consultants. You'll find fun, curated posts from the Company that celebrate, educate and motivate YOU.

From live social media education to promotion announcements, this private group provides a multitude of resources to help keep you up to date on all things Mary Kay. And more importantly, it's a community for you to connect and share ideas with your Mary Kay sisters, in addition to helping your Mary Kay business grow.

[Join now](#) so you can start connecting with others and make 2024 your best year yet!

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Tuesday, Jan. 9</p>	<p>NEW <i>TimeWise</i>® <i>Miracle Set</i>®</p> <p>OR</p> <p>Your favorite <i>Mary Kay</i>® skin care products</p>	<p>Capture a Reel or a short video of yourself completing your winter skin care routine.</p> <p><b>INSPO:</b> <a href="#">This video</a></p>	<p>Is your skin care equipped for the seasonal shift? ❄️😞 Winter months mean drier, colder air which can leave skin feeling dry and prone to redness. 🙄💡 However, by upgrading your regimen with Mary Kay skin care products, you can keep skin feeling radiant and happy in any weather! 😊 DM me so we can find a winter skin care routine that works for you! 😊💬</p> <p><b>Personalize your post by answering the questions below!</b> <i>What Mary Kay® products do you add to your routine during the winter months? How have they helped your skin?</i></p>
<p>Wednesday, Jan. 17</p>		<p>Write out some of your 2024 resolutions on a piece of decorative paper; then snap a picture.</p>	<p>Did you know that most people give up their New Year's resolutions by mid-January? 😞 As an Independent Mary Kay Beauty Consultant, working my business has helped keep me consistently motivated with my professional &amp; personal growth every single day! 🙌</p> <p><b>Personalize your post by answering the questions below!</b> <i>What are your 2024 resolutions? How is Mary Kay helping you reach these goals?</i></p>

DATE	PRODUCTS	PHOTO/VIDEO	CAPTION
<p>Tuesday, Jan. 23</p>	<p>Mary Kay® Hydrogel Eye Patches</p>	<p>Snap a selfie wearing the Mary Kay® Hydrogel Eye Patches.</p>	<p>If you take the time to do a little something for yourself every day, over time, the results will do wonders for your physical and mental state! 🙌💡 One thing I've been doing for a quick pick-me-up is applying these Mary Kay Hydrogel Eye Patches. 💙 👁️ These patches are ✨ magic ✨ for making me feel refreshed!</p> <p><b>Personalize your post by answering the questions below!</b> <i>What other Mary Kay® products do you use for self-care? How often do you use the Mary Kay® Hydrogel Eye Patches?</i></p>
<p>Monday, Jan. 29</p>	<p>Mary Kay Chromafusion® Contour</p> <p>AND</p> <p>Mary Kay® Cheek Brush</p>	<p>Film a video of yourself applying the Mary Kay Chromafusion® Contour with the Palette Cheek Brush.</p>	<p>Even during the winter, I'll still rock a sun-kissed look. 🌞🙌 With the help of Mary Kay Chromafusion Contour, effortlessly blended with the Palette Cheek Brush, I'm staying bronzed and beautiful no matter the weather! 🍌❤️☀️</p> <p><b>Personalize your post by answering the question below!</b> <i>What other Mary Kay® products complement Mary Kay Chromafusion® Contour?</i></p>

†Available while supplies last

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