

6 Most Important Things to Become a

#Social Media Superstar



BE YOU!

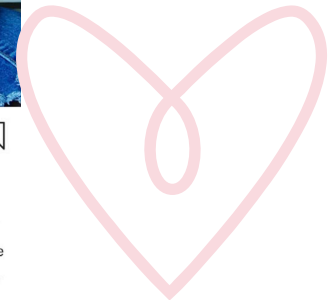
What makes you, YOU? Establish your brand.



☀️ I freaking love Sundays. It's slow, sweet and super productive. Church (love me some @freedomhouse), food prep for the week, home family workout, lots play time with the kids and my Sunday night dump and prep list for the week! What are your Sunday routines you love? Would you be interested in seeing our food prep meals/home workouts/ or my Sunday dump list strategy? Happy to share!

BE GENUINE AND SHARE YOUR STORY.

Your enthusiasm sells! Post about your hobbies and all of the great things you get to do because of your Mary Kay business.



THINK OF THREE AREAS OF YOUR LIFE YOU'D LIKE TO BUILD YOUR SOCIAL FEED AROUND.

Let these shine by showcasing these areas through imagery and captions.



179 likes

"Courage has genius, power, and magic in it."

-Mary Kay Ash

KEEP IT CASUAL!

Talk to your audience the way you would talk to your best girlfriend.



394 likes

Today I picked up my 10th Mary Kay 💕 Pink Cadillac on 10/10! Feeling soooo grateful! 💕
#mymklife #pinkcadillac

WHAT YOU CAN DO RIGHT NOW.

Think about the next month. List 10 moments you may want to share with your network and how it's unique to you (a product you're loving, a makeup look for an event, vacation with family, a meeting with your unit) and focus your posts around these special moments.



BE CREATIVE!

GOOD LIGHTING. Soft, natural lighting works best! Snap your photos near a window or outside.



REAL LIFE. When photographing product, work in items from your house to make the photo feel more "real". Like sunglasses and flip flops with summer products, and towels and jars of cotton pads with skin care.



GOOD ANGLES. Photograph product that is standing up from the front, and product that is lying flat from straight above. You can switch up your angles, but keep in mind that the slightest adjustments can make a big difference!

HASHTAGS are a great way for people to discover your posts on Instagram® and Twitter® and lead to more likes and comments. Keep hashtags relevant and don't go too hashtag crazy! No hashtags on Facebook®.

The primary Mary Kay hashtags are #MaryKay (for product posts) and #MyMKLife (for life posts).



♥ 💬 📌 Hello Monday! Today I'm grateful for:

- A great nights sleep in my own bed
- An upcoming trip to Alabama to see @shelbyetress and @debbietpatton
- My Mary Kay customers
- A lil Robideau
- New friends from the @elevationchurch choir
- New adventures about to happen

#MaryKay #MyMKLife

CAPTIONS. Mix it up! You can tell your personal story in your captions when it feels right, or keep it short and sweet!



♥ 💬 📌 Sophisticated, floral & fruity 💎 you know that smell when you walk into the mall? With the beauty counters and millions of perfumes? It just has that sophisticated, expensive smell. ✨ smell it? 😊

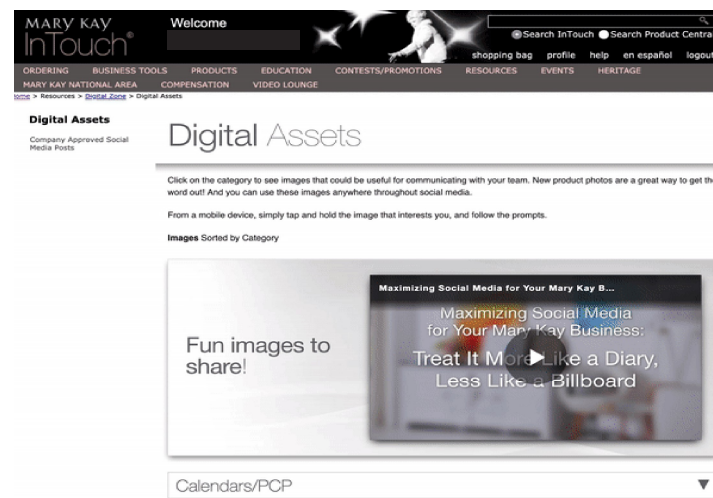
#MaryKay

WHAT YOU CAN DO RIGHT NOW. Make sure you are on Facebook® and Instagram®, that you have your profile photo + bios set up and set a goal to post at least 2-3 times per week on each platform.



BE RESOURCEFUL.

USE DIGITAL ASSETS, UNDER THE RESOURCES TAB ON MARY KAY INTOUCH®. We update them on a regular basis for seasonal changes, product launches, and big holidays.



GET FAMILIAR WITH INFORMATIONAL AND COMMERCIAL POSTS.

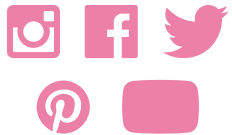
Commercial Message: Any message/post that clearly indicates that you want the audience to engage in business with you.

Informational Message: A message/post that expresses your love of Mary Kay® products and shares your honest opinions about your Mary Kay business to your audience.

See more on page 22

YOU CAN ALSO SHARE POSTS FROM THE MARY KAY US CHANNELS:

Facebook®, Instagram®, Twitter®, Pinterest®, Youtube®, and the My Mary Kay Instagram®.



BE A RESOURCE FOR YOUR MARY KAY SISTERS!

Support other consultants by following and engaging with their posts!

WHAT YOU CAN DO RIGHT NOW.

Get familiar with the updated social media guidelines. Also, go on Instagram to look to for inspiration and start creating a mood board. You can save images from Mary Kay US, *Mary Kay InTouch*®, other IBCs and your friends. Instagram has a great feature called “saves” to make that easy!



BE LIVELY!

TEST OUT NEW TRENDS.

Some fun social media trends that we’re seeing are How-To’s (how to apply skin care products or sets, makeup looks), swatching, and showing texture of product.

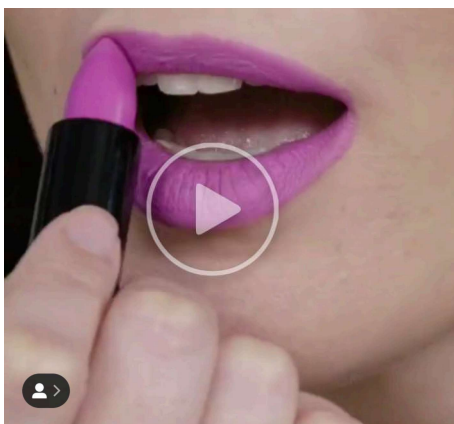
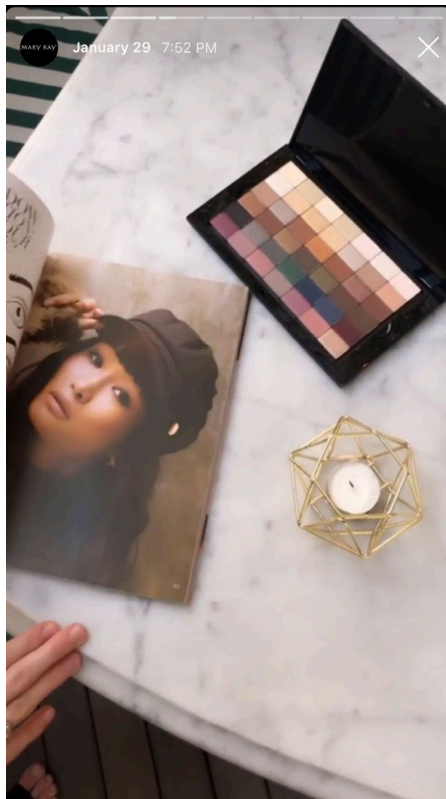


TRY NEW CHANNELS AND POSTING FORMATS!

Facebook® Lives, Facebook® Stories, Instagram® Stories and Highlights, and Twitter® Polls are fun ways to get people engaged with your profile. Try a new type of post that you’ve never tried before!

WHAT YOU CAN DO RIGHT NOW.

Seminar is a great place to post a behind-the-scenes Instagram® Story. Let your followers know how much fun you’re having at Seminar by getting a few friends together to say hi to your followers on video!



BE PERSONAL.

BRING MARY KAY TO LIFE!

Show how great your life is because of the opportunity. Family, hobbies, favorite products, etc.

ENGAGE WITH COMMENTS & QUESTIONS ON YOUR POSTS. This will help establish you as both a friend and an expert that your network can look to for support!

INCLUDE QUESTIONS THAT GENERATE CONVERSATION.

What lipstick shade have you always wanted to wear but are afraid to try?

What's your favorite part of your skin care routine?

WHAT YOU CAN DO RIGHT NOW. Think of three questions that you can pose to your followers on some of your next posts. Spend 10 minutes each day finding sister consultants who inspire you and follow people who motivate you!



BE PROACTIVE.

WHAT IS WORKING?

What kind of posts are seeing a lot of comments and likes, or sparking interest in the opportunity?

VARIETY IS KEY!

Mix in videos, photos, and different types of posts (like Facebook® Lives and Instagram® Stories).

Show time spent with family, time spent with friends, photos of your favorite products, selfies in fun makeup looks, and you enjoying your favorite hobbies!

WHAT YOU CAN DO

RIGHT NOW. Think back on your social posts you're most proud of. What makes them special and how can you recreate that in a new way?

