

Where Can I Say That?

SOCIAL MEDIA CONTENT CHEAT SHEET



SOCIAL NETWORK	TYPE OF ACCOUNT	PRODUCT INFORMATION (Informational Message)	FUN, FLEXIBILITY, COMMUNITY	PRICES, PROMOTIONS, BOOKINGS (Commercial Message)	50% PROFIT POTENTIAL* ON PRODUCT SALES	HOW MUCH YOU EARN WITH A MARY KAY BUSINESS	PAID SOCIAL MEDIA ADS/SPONSORED ADS*
FACEBOOK	Personal Profile	♥	♥		♥		
	Business Page or Professional Mode	♥	♥	♥	♥		♥
	Group: Closed or Public	♥	♥	♥	♥		
	Messenger	♥	♥	♥	♥	♥	
INSTAGRAM	Personal Account	♥	♥		♥		
	Professional Account (Business or Creator)	♥	♥	♥	♥		♥
	Direct Message	♥	♥	♥	♥	♥	
YOUTUBE	Any Channel	♥	♥		♥		
TIKTOK	Any Account	♥					
OTHER NETWORKS	Nextdoor or Facebook Group You Are a Member Of	♥	♥				



REMEMBER: Mary Kay is a retail sales opportunity and should never be positioned as a retail discount or buyers club. Always be truthful and accurate when sharing your personal experience with your Mary Kay business and how much you may earn.

*The 50% profit potential is based on a minimum \$225 wholesale Section 1 product sales volume.

*Paid social media ads are limited to suggested retail price and *The Look* promotions; personal discounts and promotions should be reserved for the followers on your social media accounts.

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MARY KAY