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Update: Promoting Your Mary Kay Business on Social Sites such as Facebook

Because there has been some confusion on this topic, we want to provide an update on where we are with providing additional independent sales force guidelines for using external social media sites such as Twitter and Facebook. We are planning for and creating various tools to help you work your business in this new social arena. A few of the things you can look forward to are:

- An entire area of Mary Kay InTouch® devoted to all our digital tools, with success tips on how to use them with your customers.
- Company approved images, tweets, status updates and wording that you can use on numerous social sites.
- Guidelines which describe in detail the Company approved methods for sharing information about your Mary Kay business in social media forums.

While we know you are anxious for these tools and guidelines, they are not quite ready to be made available. Our plan is to share more information with you in January, beginning at Leadership Conference.

We did want to remind you of the following activities that are already approved for you to use on Facebook and other social sites. You may:

1. Post a company approved link to your Mary Kay® Personal Web Site. There are four approved links available to use as outlined on pages 7 and 8 of [Legal Ease](#).
 - *Shop online with me your Mary Kay Independent Beauty Consultant (insert your Personal Web site url.)*
 - *Interested in a free makeover? Visit me your Mary Kay Independent Beauty Consultant (insert your Personal Web site url.)*
 - *Beauty is just a click away. Visit me your Mary Kay Independent Beauty Consultant (insert your Personal Web Site url.)*
 - *Shop 24 hours a day! Visit me your Mary Kay Independent Beauty Consultant (insert your Personal Web Site url.)*
2. Include your title (i.e., Mary Kay Independent Beauty Consultant, Mary Kay Independent Sales Director, etc.) on your profile.
3. Link to any of the Company's videos on the [Mary Kay Channel on YouTube](#).
4. Post your before-and-after photos from the [Mary Kay® Virtual Makeover](#).
5. Post the [Someone is Me video](#).
6. Post and utilize the Beauty that Counts™ Facebook application that can be found at <http://apps.facebook.com/marykaybeautycounts>.

A word about Publicizing your Mary Kay Business: The above company guidelines were published 11-24-2009. There will be more information coming in January 2010. It is extremely important that as a new consultant, you totally understand the guidelines for social networking and any other type of advertising with your Mary Kay business! There is a complete "Legal ease" guide available on intouch. Anytime, you want to promote your business in a public manner, please contact your sales director to make sure you are staying within the guidelines; otherwise, you could be in violation of your agreement with the company, and could result in your termination. In short, don't ever advertise any type of "discount/ free gift" with your Mary Kay. It keeps our customer loyalty strong within the company, when existing customers are not tempted to buy from someone else based upon an offered discount/free gift. This applies to ANY kind of publicity: newspapers, ads, fliers, or electronic based mediums.