Social Media Training

Here's why social media is a great tool to help you reach existing and potential customers:

- **Seven out of 10** Americans use social media.
- They spend up to **two hours a day** on social media.
- **40 percent use social media to find out** about new brands, products or services before making a purchase.
- **51 percent use reviews** to learn about specific businesses or products.

**Statistics provided by Mary Kay corporate

2 Ways to promote your business through social media. Private and public channels. Both channels are company approved, but have slightly different guidelines.

Private channels

- Company approved Facebook Business page (your Sales Director's have a document to walk you through how to set this up). This is a page that your customers choose to "like", therefore the page is only reaching people who are choosing to follow you as a business woman
- Closed group (perhaps a VIP Customer group), where you can promote products, specials, discounts
- Private Instagram account
- Private Chanel posts can contain the following information
  - Link to your website
  - A discount (BOGO, etc.)
  - "Loving the new Paparazzi pink lipstick. Only $18! Contact me to get yours today"
- Always cover yourself by adding "For my customer or those without a Mary Kay consultant" to any posts
- Dialogue is considered "commercial" in nature

Public Channels

- Your personal FB page
- If your Instagram account is public
- Public channel posts cannot including pricing, your website, or solicit a sale/recruit
  - "Loving the new paparazzi pink lipstick. $1 from everyone purchased supports the Mary Kay Ash foundation"
- Dialogue is considered "informational" in nature

Private FB Groups: Market place, mom's groups, yard sale pages, Third Party selling sites such as: posh mark, amazon, eBay

- You cannot sell products through these avenues
- Legal can terminate your agreement instantly if they discover you are using these outlets to sell your products
- You can use a mom's group to network and get to know other women, and then message them PRIVATELY using our FB booking script to offer them a free facial and

makeover. You CANNOT put a blanket post up offering a free facial and makeover in a public channel

Financial claims:
Are not designed to be advertised through social media channels. Pictures of checks should not be displayed on social media. If any financial claims are posted, you MUST reflect the amount of time associated to the income. For example: “worked my business 4 hours this week and put $400 in my pocket!”

Posting Etiquette:
The name?
The brand name is always spelled "Mary Kay." Never "Marykay," "marykay," "Mary Kay," "MaryKay," "mk," "MK" or any other variation.
Spell out numbers or use the numeral? 1, 2, three, 4
In social media, you can use the numeral, except if a sentence begins or ends with a number. In that case, spell it out.
Exclamation points?!!!!
OK! But never more than one.
Emojis?
Sure. ;) But never more than three.
#Hashtags?
Hashtags are more effective on Instagram® than on Facebook®. Try not to use more than 10 on a single post.
Punctuation?
Always use proper punctuation in posts and captions. Period.

Legal is NOT out to get you:
With that being said, legal is taking social media very seriously. They have a specialized department now specifically for handling unauthorized sale of products. They are NOT monitoring your personal pages to make sure you’re posting properly...but you should always keep in mind the public vs. private posting guidelines so you are staying compliant with the company’s guidelines.

Resources:
Mary Kay InTouch has incredible resources for all your digital questions
- Digital Zone: Tips for posting on social media
  - Gives you ideas and suggestions on how to post supporting your business and/or team members
- Digital Assets: company approved posts that you can copy and paste!
  - Schedule your posts! Saves you time and you won’t forget to keep your customers updated (Can only be done on a page or in a private group)

Live Streaming
- Can be done in both a public or private channel
- Is a great resources to make your customers feel more connected to you

- GREAT way to show off new products! Especially bold limited edition colors. Demo them on yourself. People will be more inclined to purchase after seeing them on someone
- Make up tutorials! (Use the second appointment placemat from the company if you're not color savvy)
  - Teach your customers how to highlight/contour
  - Demo an "out in a flash" 10 minute make up look
  - Teach how to do brows
  - Everyday routine —> skin care, masking, night time routine, etc.
- Same rules apply as posting (commercial vs. informational posts)
  - If doing a tutorial and you DO NOT mention pricing or your website whatsoever, you can post in a public channel
  - If referencing cost of products, your website and "contact me to order anything you see today," must be done in a PRIVATE SETTING
- Live Stream while picking up your FREE Mary Kay car (informational - public setting)

Live Video Tips:

- Let your customers know when to tune in. Post details on your Business Page before the live stream.
- Practice makes perfect! Test the video, sound and lighting before the actual live stream.
- Monitor your comments throughout the live stream to answer any questions and keep the conversation going.
- Your Live Video broadcast is automatically saved in your Timeline as a video so your customers can view it later.

<u>Stories: Instagram, FB, and Snapchat</u>

- Same public/private rules apply
- Stories disappear after 24 hours - great way to get attention for a short period of time

Telling a Story Tips:

- Celebrate your team by tagging them in your story using the "@."
- Add a relevant hashtag to your story.
- Under the "Who can reply" settings, select "everyone". This will get you more exposure to your stories.

<u>How to Develop your brand and image on social media:</u>

- Your social media posts should focus around (3) main ideas: family, your business, your hobby/activities
- If you're constantly posting pics of your dog "fluffy" and the posts are going unliked, un-noticed, no comments....stop posting pics of fluffy!
- Rotate through your posting categories. Shouldn't be all MK all the time, all family all the time, all food pics all the time. A nice balance will keep people interested in your account
- Avoid posting political or religious views

  - You can post “I voted today, did you?!” without sharing who you voted for or what political party you associate with
  - Same goes with religion....you can post how you celebrate your holidays without forcing your religious views onto someone else
- Be careful when sharing other people’s posts, you can then be subject to their FB friends comments and views
- DO NOT engage in a social media posting war —> shut down the conversation, delete the negative comments
- Set all of your FB settings to private. Hide your friend list, do not allow people to post to your timeline, turn on approval for being tagged in other’s posts —> This helps you control what is happening on your facebook account, keeps your friends/family members identities private from others
- Have a standard for who you allow to be your Facebook friend. My rule of thumb, if I wouldn’t say hi to them in ShopRite, why would I be their facebook friend? Quantity is not always best!
- Friending your customers allows for excellent data collection:
  - Keep tabs on birthdays and anniversaries
  - Did a family member pass away? Send them a sympathy card
  - Did they, or their child get engaged? Call to offer them a bridal pampering session
  - Did the circumstances change? (Loss of job, moving, spouse lost their job?) People post about EVERYTHING these days....
- FB birthday private message:
  - Write on their wall, “Happy Birthday beautiful! Hope you have a fabulous day. Check your PM for a birthday gift from me”
  - Private message: a happy birthday message with a free gift of a facial and makeover with a $25 gift card.

6 Key Components to Social Media

1) Be you!

- The three pillars of your life

2) Be creative

- Lighting (natural is always best)
- Angles (holding the phone up and angled down towards your face always give the best and most flattering angle)
- Use props around your house to display/show off your products (ex: Beach towel with the MK sunscreen)

3) Be resourceful!!

- Taking advantage of the digital assets available to you
- Digital posts from MK US Facebook and Instagram page (My MK —> private group. You need to ask to join. You will need to provide your consultant ID to get into the group)
- Borrow posts from your sister consultants/directors. Use what’s already working for others

4) Be lively!

- Live streaming - show your customers what's new
- Tag #MKUS
- Polling option! Great tool to use on your business page
  - Favorite products
  - When should I post a live video?
  - What do you want to see more of on my page?

5) Be personal!!

- Reply to comments! Responding to questions
- Tag the places you're visiting, connects you to other people (broaden your network) -> hair/nail salon, spa, places that attract the type of customer that you want

6) Be proactive!

- What's working in your posts, and what's not. Take notice! Stop doing what isn't working! It's not building your brand, or your social presence