

Mary Kay® Social Publisher

Sales Force Tutorial

MARY KAY

What is the Mary Kay® Social Publisher?

The Mary Kay® Social Publisher is a service that will assist you with marketing your business on social media. By connecting your Facebook account to the Mary Kay® Social Publisher, you have access to professionally written, branded and pre-approved content for your Mary Kay Facebook Business Page.

How does the Mary Kay® Social Publisher work?

The Mary Kay® Social Publisher allows us to publish content to your Mary Kay Facebook Business Page. This happens in two ways:

- **Automated** - Content will be automatically published to your Mary Kay Facebook Business Page three times a week (Monday, Wednesday, and Friday, between the hours of 11 AM – 4 PM CT). It will be your responsibility to monitor your page for comments and respond to any customers who need assistance.
- **On-demand** - Mary Kay has now made it easy for you to share content from our library of pre-approved Facebook posts and images. You can select the content you like and post it to your Facebook Business Page with just one click. No more copying and pasting!

Why should I use the Mary Kay® Social Publisher?

The Mary Kay® Social Publisher will assist you with maintaining a presence in social media. Anyone who likes your page will be able to see these regular updates and will be encouraged to contact your or click on a link to your personal website. This creates the potential to drive new leads and sales!



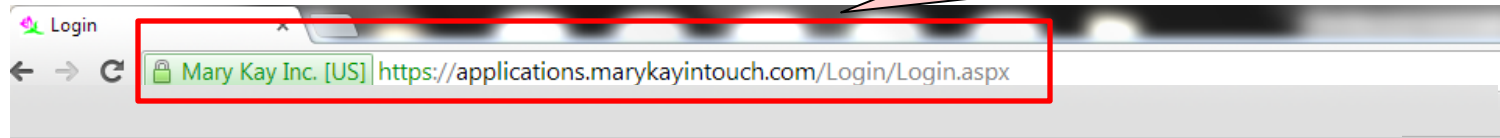
Getting Started

Mary Kay® Social Publisher

Logging In to InTouch

Step 1: Go to

<https://applications.marykayintouch.com/>



Step 2: Enter
your consultant
number and
password

MARY KAY
InTouch®

This community Web site for Mary Kay Independent Beauty Consultants provides 24-hour access to information and services for efficient and convenient management of your U.S. Mary Kay business.

[Haz clic aquí para ver el sitio en Español.](#)

Consultant Number:

Password:

This website is strictly for U.S. Mary Kay Independent Beauty Consultants.

Log in >

Step 3:
Click Log In
to access
InTouch

[If you have forgotten your password or do not have one, click here](#)

Want to Know More About a Mary Kay Business?

See what becoming part of the community of Mary Kay Independent Beauty Consultants can offer you. Flexibility with your time. The latest technology. Friendship and support from an inspiring community of successful businesswomen. Open-ended earning potential. And of course, innovative Mary Kay® cosmetics and skin care products. What are you waiting for? [Learn more](#) about the Mary Kay Business opportunity.

MARY KAY® InTouch

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ORDERING BUSINESS TOOLS PRODUCTS EDUCATION CONTESTS/PROMOTIONS RESOURCES EVENTS HERITAGE

MK News
[View All](#)

- ▶ New! People and People
- ▶ New! Today Forth
- ▶ New! Februar
- ▶ Hello, Sun
- ▶ Changes 1, 2014

Favorite Li
[Update your favo](#)

- ▶ Customer D Service
- ▶ Customer E
- ▶ Choose a C
- ▶ Business Ca
- ▶ Production

Let's Talk

DISCUSSION

- ▶ Challenges goal
- ▶ E-cards
- ▶ Problem with shipment
- ▶ Paperwork.
- ▶ Product retu

[View All](#)

[COMPANY MESSAGE](#)

[CIRCLES](#)

Market to your customers

- Marketing Tools At-A-Glance
- Beaute-Vite® Party Planner
- Beaut-e-News™ Newsletter
- Customer E-Cards
- Build Your Own
- Digital Zone
- Mary Kay® eCatalogs
- Party Central
- Personal Web Site Manager
- Preferred Customer Program
- Product Reorder Reminders

Manage your business

- Action Items
- Business Cards
- Chase™ MK RewardsSM Visa®
- Consultant E-cards
- Consultant First Look
- Pink Link
- myBusiness
- myCalendar™
- myCustomers
- Online Agreements
- Starter Kit/New Consultant Tools
- Weekly Accomplishments

Use your mouse to hover over the drop-down menu for BUSINESS TOOLS. After hovering over BUSINESS TOOLS, you will select Digital Zone

Watch the latest Pink Link®

Go Give Area Seminar 2014 Awards

what's hot! in Career Conference Education

NEW! Mary Kay® Bronzing Powder

Order Now ▶

CHANGES! Minimum Order Increases March 1st

Learn more ▶

[SEE DETAILS HERE ▶](#)

[Action Items](#)

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ORDERING BUSINESS TOOLS PRODUCTS EDUCATION CONTESTS/PROMOTIONS RESOURCES EVENTS HERITAGE

Home > Business Tools > Digital Zone

Digital Zone

Mobile InTouch

Social Media

- Facebook for Business
- Twitter for Business
- YouTube for Business
- Guidelines
- Etiquette
- Spam
- Social Media Webinar

Digital Tools

- Apps for Your Mary Kay Business!
- Let's Talk
- Microsoft Tag Reader
- Beaut-e-News™ Newsletter
- Customer E-Cards

Digital Zone

Your Guide to Interactive Success

Social

Mobile Sites/Apps

Web

Select Facebook for Business from the menu on the left side of the page

Or select the Facebook icon which will also take you to the Facebook for Business section.

Site Map | Terms of Use | Contact Us | FAQs | Logout | View Mobile Site

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You will see this screen:

The screenshot shows the Mary Kay InTouch website interface. At the top, there's a header with the Mary Kay InTouch logo, a welcome message to a QaTeam Consultant, and search options for InTouch and Product Central. Below the header is a navigation bar with links to ORDERING, BUSINESS TOOLS, PRODUCTS, EDUCATION, CONTESTS/PROMOTIONS, RESOURCES, EVENTS, and HERITAGE. The main content area is titled 'Digital Zone Facebook' and features a sidebar with various links under categories like 'Tutorials (PDF)', 'Legal Guidelines', 'Company Approved', 'Video', and 'How to Share Content'. The main text area discusses the importance of following updated social media guidelines and provides a list of actions to take. A red circle highlights the links to 'Social Media Guidelines' and 'Social Media Etiquette-Best Practices'.

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ORDERING BUSINESS TOOLS PRODUCTS EDUCATION CONTESTS/PROMOTIONS RESOURCES EVENTS HERITAGE

Home > Business Tools > Digital Zone > Facebook for Business

Facebook for Business

Digital Zone Facebook

Tutorials (PDF)

- Using Facebook Pages to Market Your Business
- How To Create Your Page
- How To Manage Your Page
- How To Market Your Page
- Facebook Timeline Pages
- Legal Guidelines
- Company Approved
- Ltd. Ed. Products/Promotions
- Regular Line Products
- Images

Video

- How To Create Your Page

How to Share Content

- From Personal Profile
- From Facebook
- Mary Kay® Social Publisher

exciting? It is changing so quickly and we are always looking for opportunities to provide information with your customers. With that in mind, we are excited to announce that we are now able to have their own Facebook Pages (i.e., Fan Pages) dedicated solely to their business.

ready to create your own Facebook Page. However, before you do, we strongly recommend that you read and understand our updated [Social Media Guidelines](#) and [Social Media Etiquette-Best Practices](#). These documents include several tutorials that will help you set up, manage and market your Facebook Page.

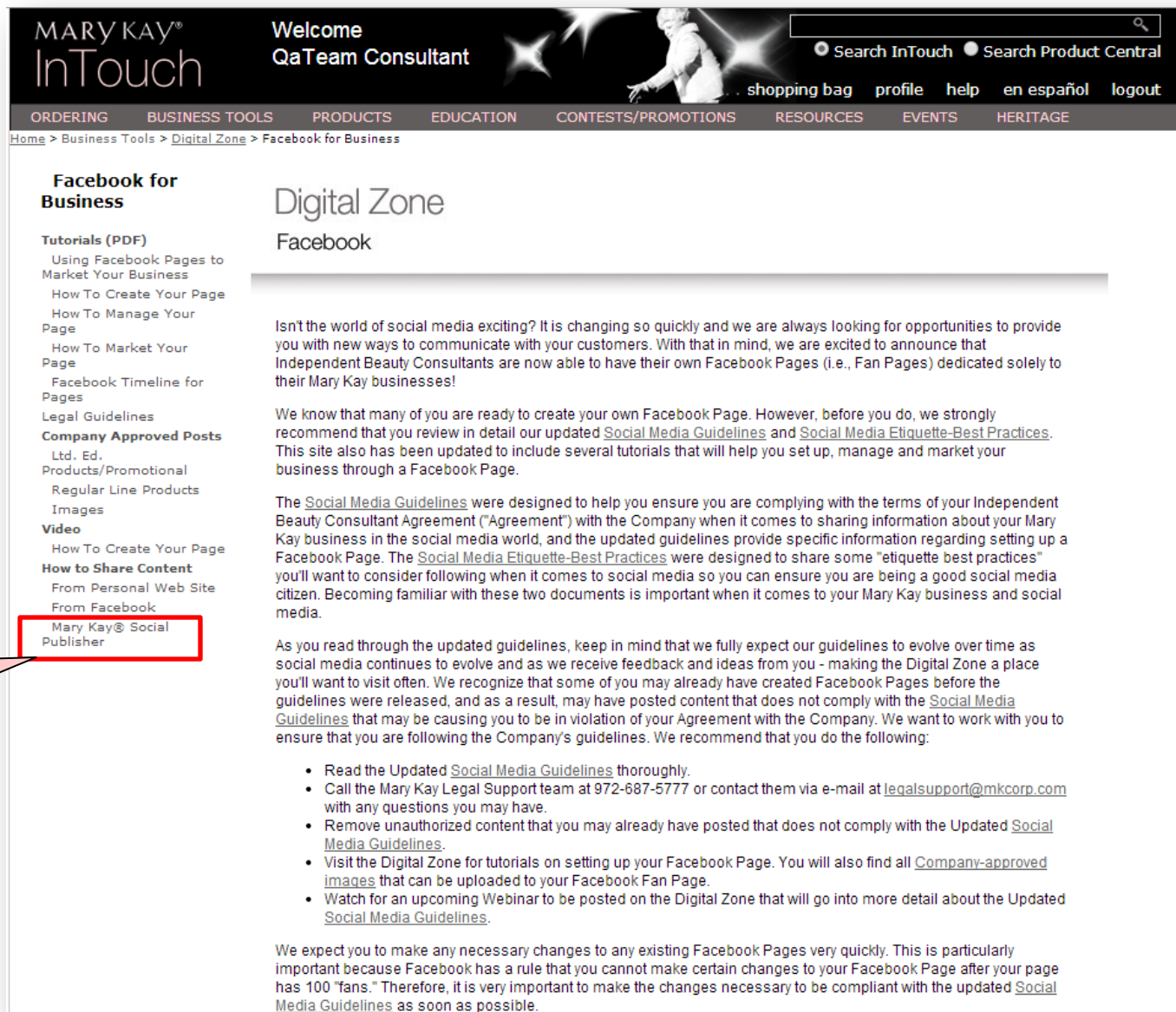
help you ensure you are complying with the terms of your Independent Business Agreement (IBA) with the Company when it comes to sharing information about your Mary Kay business and the updated guidelines provide specific information regarding setting up a Facebook Page. The [Social Media Etiquette-Best Practices](#) were designed to share some "etiquette best practices" that you should follow when it comes to social media so you can ensure you are being a good social media ambassador. Following these two documents is important when it comes to your Mary Kay business and social media.

As you read through the updated guidelines, keep in mind that we fully expect our guidelines to evolve over time as social media continues to evolve and as we receive feedback and ideas from you - making the Digital Zone a place you'll want to visit often. We recognize that some of you may already have created Facebook Pages before the guidelines were released, and as a result, may have posted content that does not comply with the [Social Media Guidelines](#) that may be causing you to be in violation of your Agreement with the Company. We want to work with you to ensure that you are following the Company's guidelines. We recommend that you do the following:

- Read the Updated [Social Media Guidelines](#) thoroughly.
- Call the Mary Kay Legal Support team at 972-687-5777 or contact them via e-mail at legalsupport@mkcorp.com with any questions you may have.
- Remove unauthorized content that you may already have posted that does not comply with the Updated [Social Media Guidelines](#).
- Visit the Digital Zone for tutorials on setting up your Facebook Page. You will also find all [Company-approved images](#) that can be uploaded to your Facebook Fan Page.
- Watch for an upcoming Webinar to be posted on the Digital Zone that will go into more detail about the Updated [Social Media Guidelines](#).

We expect you to make any necessary changes to any existing Facebook Pages very quickly. This is particularly important because Facebook has a rule that you cannot make certain changes to your Facebook Page after your page has 100 "fans." Therefore, it is very important to make the changes necessary to be compliant with the updated [Social Media Guidelines](#) as soon as possible.

Next, click on Mary Kay® Social Publisher from the menu on the left side of the page.



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Home > Business Tools > Digital Zone > Facebook for Business

Facebook for Business

Tutorials (PDF)

- Using Facebook Pages to Market Your Business
- How To Create Your Page
- How To Manage Your Page
- How To Market Your Page
- Facebook Timeline for Pages
- Legal Guidelines

Company Approved Posts

- Ltd. Ed.
- Products/Promotional
- Regular Line Products
- Images

Video

- How To Create Your Page

How to Share Content

- From Personal Web Site
- From Facebook
- Mary Kay® Social Publisher**

Digital Zone

Facebook

Isn't the world of social media exciting? It is changing so quickly and we are always looking for opportunities to provide you with new ways to communicate with your customers. With that in mind, we are excited to announce that Independent Beauty Consultants are now able to have their own Facebook Pages (i.e., Fan Pages) dedicated solely to their Mary Kay businesses!

We know that many of you are ready to create your own Facebook Page. However, before you do, we strongly recommend that you review in detail our updated [Social Media Guidelines](#) and [Social Media Etiquette-Best Practices](#). This site also has been updated to include several tutorials that will help you set up, manage and market your business through a Facebook Page.

The [Social Media Guidelines](#) were designed to help you ensure you are complying with the terms of your Independent Beauty Consultant Agreement ("Agreement") with the Company when it comes to sharing information about your Mary Kay business in the social media world, and the updated guidelines provide specific information regarding setting up a Facebook Page. The [Social Media Etiquette-Best Practices](#) were designed to share some "etiquette best practices" you'll want to consider following when it comes to social media so you can ensure you are being a good social media citizen. Becoming familiar with these two documents is important when it comes to your Mary Kay business and social media.

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Select
Mary Kay®
Social
Publisher

After clicking, you will see this screen:

Make sure to review the Terms & Conditions for using the Mary Kay® Social Publisher Tool

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Home > Business Tools > Digital Zone > Facebook for Business > Mary Kay® Social Publisher

Mary Kay® Social Publisher

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Mary Kay® Social Publisher

Social Media Content for Facebook Business Pages

By connecting your Facebook account to the Mary Kay Social Publisher, you have access to professional content for your Mary Kay Facebook Business Page.

Customers who "Like" you on Facebook will receive regular updates through content that will be automatically published to your Mary Kay Facebook Business Page.

In addition, you can browse the library of approved posts and share any time you want.

Connect My Account

Learn more ▶

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Next, click “Connect My Account” to link your Facebook page to the Mary Kay Publisher.

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Mary Kay® Social Publisher

 Social Media Content for Facebook Business Pages

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[Connect My Account](#)

[Learn more](#)

Click “Connect My Account”

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A pop-up box will appear with a shaded gray button next to the Facebook logo, indicating you do not have a Facebook account linked up yet.

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Mary Kay® Social Publisher By using the Mary Kay® Social Publisher tool, I am agreeing to the [Terms & Conditions](#).

Connect Your Social Media Accounts

Where would you like to post?

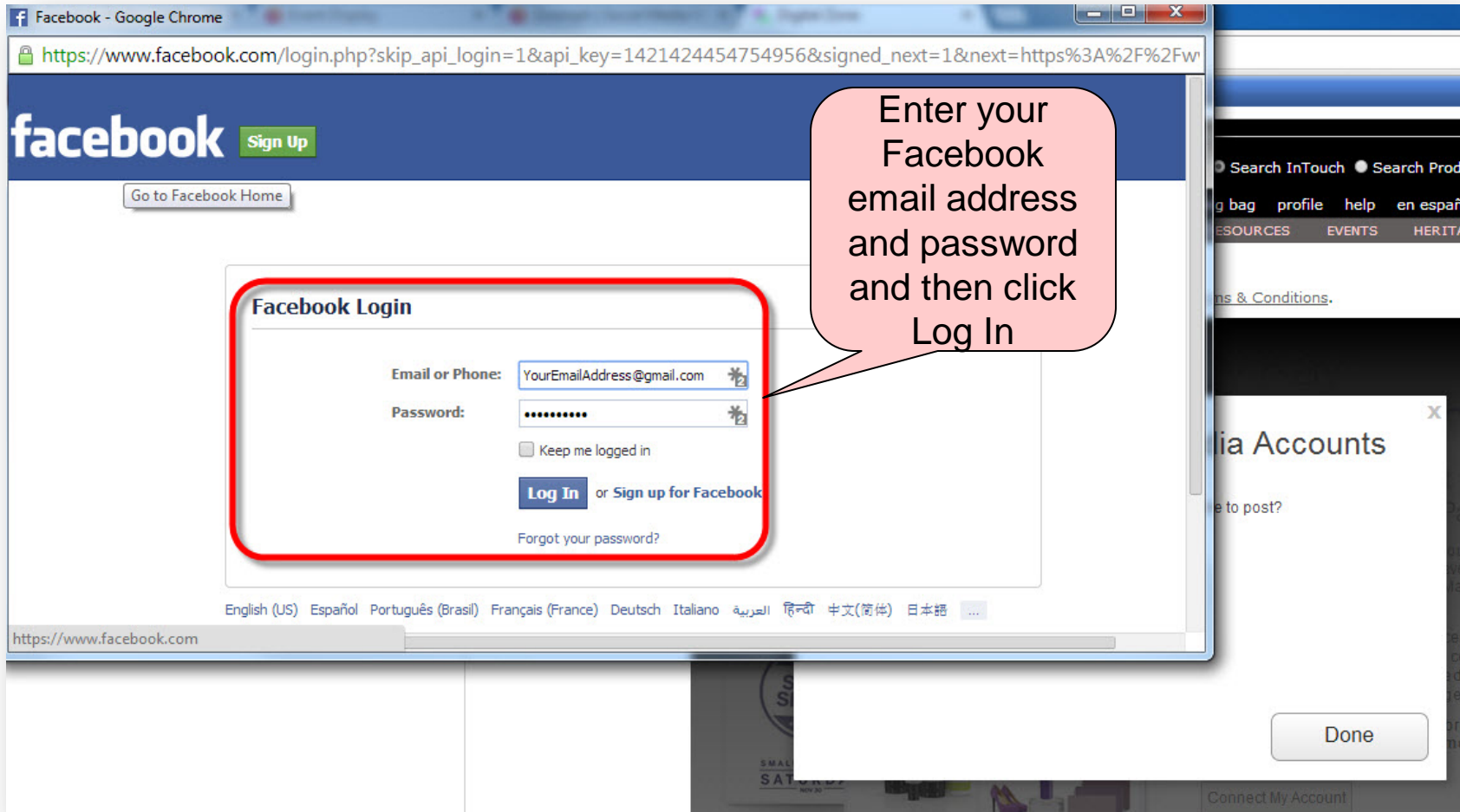
 **Connect my account**

Done

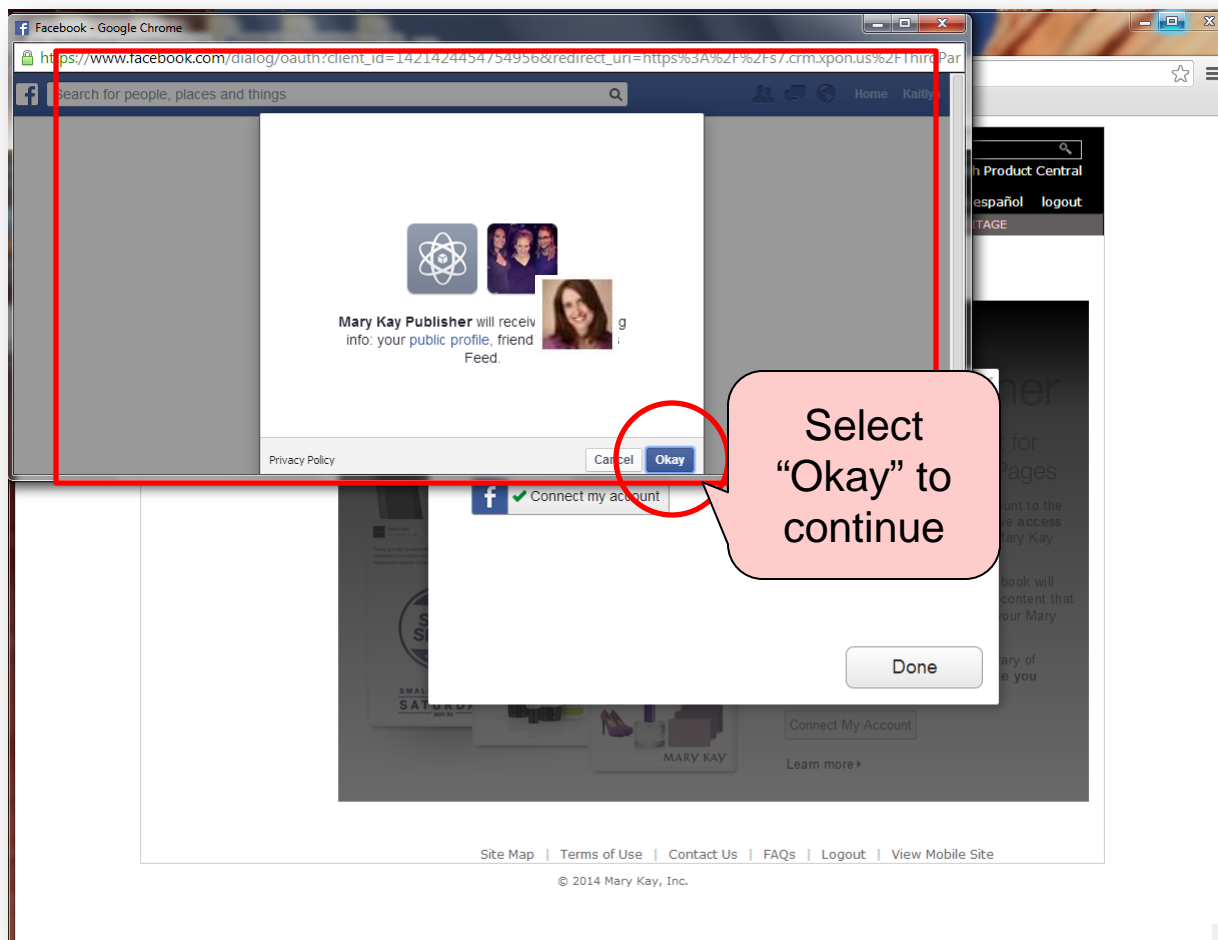
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You will need to log in to your Facebook profile to choose which page to publish on.



A second window will appear letting you know that Mary Kay Publisher will receive your public profile, friend list, and News Feed to aid in posting. Select “Okay” to continue. Once you click “Okay”, the box will change to advise you that Mary Kay Publisher will post to Facebook for you. Once you click “Okay”, the box will change once again to let you know that Mary Kay would like to manage your pages, if you are an administrator on any additional pages. Select “Okay” to continue.



When you click “Okay”, you will see this box:

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Mary Kay® Social Publisher By using the Mary Kay® Social Publisher tool, I am agreeing to the [Terms & Conditions](#).

Connect Your Social Media Accounts

Where would you like to post?

You are connected!

Susie Que, Mary Kay Independent

Done

Step 1: Select your Mary Kay business page from the menu

Step 2: Select “Done” to move on to the next step

You have now connected your account

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On-Demand Library

Mary Kay ® Social Publisher

When you click “Done”, you will see this screen with Suggested Posts. This is the On-Demand Library.

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Mary Kay® Social Publisher By using the Mary Kay® Social Publisher tool, I am agreeing to the [Terms & Conditions](#).

Suggested Posts

We love Mary Kay® Cream Blush so much that we can't decide! Do you prefer Cranberry or Sheer Bliss? {@Link to Cream Blush}@}

Everyone has obstacles to overcome, but those with great faith can conquer whatever stands in the way." - Mary Kay Ash

We can all agree that we love the Satin Hands® Pampering Set, but which do you prefer: Peach or Fragrance-Free? {@Link to Satin Hands}@}

Everyone has *obstacles* to overcome, but those with great *faith* can conquer whatever stands in the way.
- *Mary Kay Ash*

Most people *live* and *die* with their music still *unplayed*. They never dare to try." – Mary Kay Ash

Find your perfect match! Mary Kay® Translucent Loose Powder is every woman's shade. {@Link to Translucent Loose Powder}@}

Most people *live* and *die* with their music still *unplayed*. They

Expires in 364d 1h 6m

Expires in 364d 0h 57m

Expires in 364d 1h 4m

"Like" this post if you love makeup, too!

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This content is available for you to post to your Page anytime you like.

To verify what Facebook Page is connected to the Social Publisher, select the icon on the upper right-hand side of the box that looks like a gear.

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Mary Kay® Social Publisher

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Suggested Posts

We love Mary Kay® Cream Blush so much that we can't decide! Do you prefer Cranberry or Sheer Bliss? {@Link to Cream Blush}@}




Expires in 364d 1h 6m

"Everyone has obstacles to overcome, but those with great faith can conquer whatever stands in the way." - Mary Kay Ash



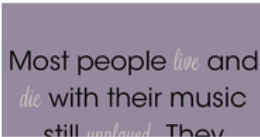
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Expires in 364d 1h 4m

Find your perfect match! Mary Kay® Translucent Loose Powder is every woman's shade. {@Link to Translucent Loose Powder}@}



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Select this icon to verify the Facebook Page you have connected to the Social Publisher.

Connect Your Social Media Accounts

Where would you like to post?



✓ You are connected!

Susie Que, Mary Kay Independent ▾

Done

To change the language of the posts that appear, select the first icon on the upper right-hand side of the box that looks like a chat bubble.

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Mary Kay® Social Publisher

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Suggested Posts

We love Mary Kay® Cream Blush so much that we can't decide! Do you prefer Cranberry or Sheer Bliss? { @Link to Cream Blush } @ }

Everyone has obstacles to overcome, but those with great faith can conquer whatever stands in the way." - Mary Kay Ash

We can all agree that we love the Satin Hands® Pampering Set, but which do you prefer: Peach or Fragrance-Free? { @Link to Satin Hands } @ }

Expires in 364d 1h 6m

Expires in 364d 0h 57m

"Most people live and die with their music still unplayed. They never dare to try." – Mary Kay Ash

Find your perfect match! Mary Kay® Translucent Loose Powder is every woman's shade. { @Link to Translucent Loose Powder } @ }

Most people *live* and *die* with their music still *unplayed*. They

Everyone has *obstacles* to overcome, but those with great *faith* can conquer whatever stands in the way.
- Mary Kay Ash

"Like" this post if you love makeup, too!

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Select this icon to change the language of the posts that appear

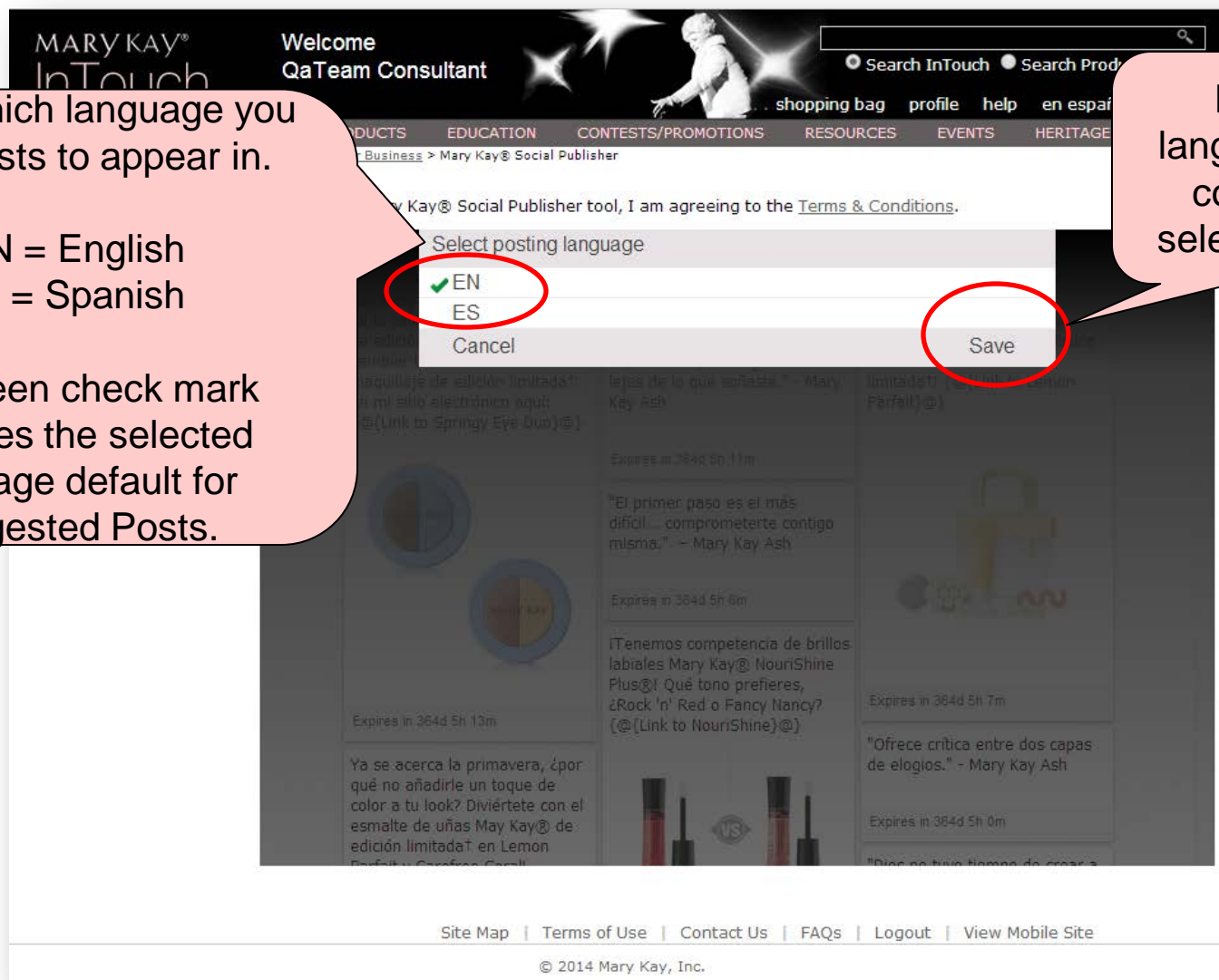
Choose between EN (English) or ES (Spanish) by clicking on your selection. When you choose a language, a green check mark will appear next to your choice.

Select which language you want posts to appear in.

EN = English
ES = Spanish

The green check mark indicates the selected language default for Suggested Posts.

If the language is correct, select Save



Your screen will now show Suggested Posts in your selected language.

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Home > Business Tools > Digital Zone > Facebook for Business > Mary Kay® Social Publisher

Mary Kay® Social
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Suggested Posts

We love Mary Kay® Cream Blush so much that we can't decide! Do you prefer Cranberry or Sheer Bliss? {[@Link to Cream Blush](#)}@}




Mary Kay® Cream Blush Cranberry

VS

Mary Kay® Cream Blush Sheer Bliss

Expires in 364d 1h 6m


"Everyone has obstacles to overcome, but those with great faith can conquer whatever stands in the way." - Mary Kay Ash



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Expires in 364d 1h 4m

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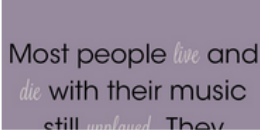
Fragrance-Free Satin Hands® Pampering Set

VS

Peach Satin Hands® Pampering Set

Expires in 364d 0h 57m


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Expires in 364d 1h 4m

Find your perfect match! Mary Kay® Translucent Loose Powder is every woman's shade. {[@Link to Translucent Loose Powder](#)}@}



Expires in 364d 1h 4m

"Like" this post if you love makeup, too!



"Like" this post if you love makeup, too!

Expires in 364d 1h 4m

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To choose a post, simply click on it

When you click on a post, this is what you will see:

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By using the Mary Kay® Social Publisher tool, I am agreeing to the [Terms & Conditions](#).

Click here to
add an optional
personal
message to the
post

To add a personal message type here

To cancel
your post,
click the “X”
button

We love Mary Kay® Cream Blush so much that we can't decide! Do you
prefer Cranberry or Sheer Bliss? [{@{Link to Cream Blush}@}](#)

This link will
automatically
connect to your
personal website
when you post

Select “Ignore” to
permanently
delete this post
from your
Publisher. If you
delete, it will no
longer be available
for you to use.

Ignore



Post It

If you're
ready to post,
click “Post It”

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Once you click “Post It”, the chosen post will immediately publish to your Facebook Business Page, and you will be taken back to the original screen of suggested posts. The post you chose will no longer be available since you have already used it.

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Suggested Posts

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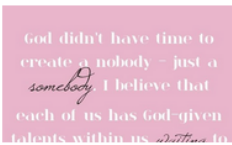
Expires in 363d 1h 53m

Find your perfect match! Mary Kay® Translucent Loose Powder is every woman's shade. {@[Link to Translucent Loose Powder]@}




Expires in 363d 1h 52m

"God didn't have time to create a nobody - just a somebody." - Mary Kay Ash



Lash Love® is true love. "Like" this post if you agree! {@[Link to Lash Love]@}



Lash Love® is true love.

"Sandwich every bit of criticism between two layers of praise." - Mary Kay Ash

Sandwich every bit

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If you head over to your Facebook Business Page, you will see that the post has been posted to your timeline and you can engage with fans and customers who see your post.



This expi.co link is a shortened URL that will link to the product on your personal website

When you click the expi.co link, it will take you to the product on your personal website.

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Sign In About Mary Kay Satisfaction Guarantee English Español

SHOP TIPS & TRENDS MK PARTIES BE A BEAUTY CONSULTANT MY MK ECATALOG

Independent Beauty Consultant
SUZIE QUE

BAG (0) item(s)

New Products Skin Care **Makeup** Body & Sun Fragrance Men's Best Sellers Special Offers Gifts

Back to All Cheeks Cream Blush

Print Share



 Zoom +

Mary Kay® Cream Blush

.07 oz.

\$14⁰⁰

Sheer Bliss (Semi-matte)



See Color Names +



Quantity 1

Add to bag

Save to Wish List

More to E

View the Vid

Get Celebrity Tips

NOTE: In electronic media, true colors may vary.

All prices are suggested retail.

Automated Publishing

Mary Kay® Social Publisher

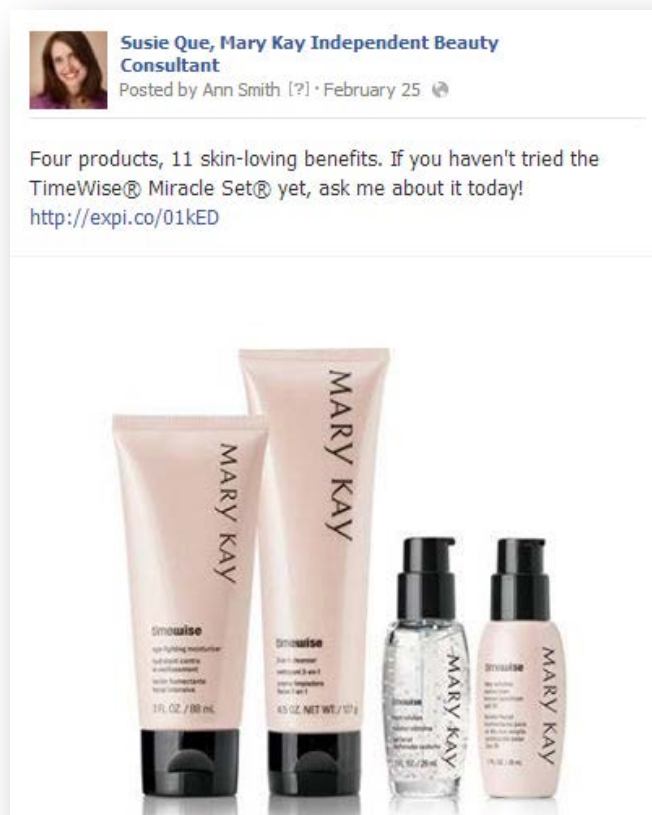
Automated Publishing

How often can I expect posts for automated publishing?

Automated posts will publish to your Mary Kay Facebook page three times a week (Monday, Wednesday, and Friday) between 11:00 AM – 4:00 PM CT.

How does the automated content show up on my page?

Once you sign up, the content will show up automatically on your Facebook page. Links will automatically direct to your Personal Website.



Frequently Asked Questions

Mary Kay® Social Publisher

FAQ

How can I delete content if I don't want to use a suggested post?

Click on the post you don't want and select "Ignore" to permanently remove a post from your Social Publisher.

The screenshot shows the Mary Kay InTouch Social Publisher interface. At the top, there's a navigation bar with links like ORDERING, BUSINESS TOOLS, PRODUCTS, EDUCATION, CONTESTS/PROMOTIONS, RESOURCES, EVENTS, and HERITAGE. Below this, a search bar and a welcome message for a QaTeam Consultant are visible. The main content area displays a suggested post titled "Mary Kay® Social Publisher". The post text reads: "We love Mary Kay® Cream Blush so much that we can't decide! Do you prefer Cranberry or Sheer Bliss? {@{Link to Cream Blush}@}". Below the text are two images of Mary Kay Cream Blush products: Cranberry and Sheer Bliss, separated by a "VS" icon. At the bottom of the post, there are two buttons: "Ignore" and "Post It". A red speech bubble points to the "Ignore" button, containing the text: "Select 'Ignore' to permanently delete this post from your Publisher. If you select 'Ignore, it will no longer be available for you to use."

FAQ

How can I delete a post from my Facebook Business Page?

Hover over the post and click the arrow on the top right corner then select Hide from Page OR Delete Photo (if the post has an image).

Step 1: Hover over the post and click the arrow

Step 2: You can either delete the photo which will remove it from Facebook OR choose to hide it from your Page which means your fans will not be able to see it.

FAQ

How can I remove someone's content from my page?

You can "hide" a post from your Facebook page.



FAQ

How can I get notifications emailed to me?

Sign up for email and Facebook notifications so you don't miss important messages or questions from your customers.

Admin Panel

Step 1: Select "Edit Page" at the top of your Admin Panel

Edit Page ▼

Build Audience ▼

Help ▼

Hide

Update Page Info

Edit Settings

Manage Admin Roles

Use Activity Log

See Banned Users...

Use Facebook as Kaitlyn

Step 2: Click "Edit Settings"

Susie Que, Mary Kay Independent Beauty Consultant

◀ View Page

Page Info **Settings** Admin Roles More...

Page Visibility	Page published	Edit
Posting Ability	Anyone can post to my Page timeline Anyone can add photos and videos to my Page timeline	Edit
Post Visibility	Posts to Page appear on my Page timeline	Edit
Post Targeting and Privacy	Privacy control for posts is turned off	Edit
Messages	People cannot contact my Page privately.	Edit
Tagging Ability	Only Page admins can tag photos posted on my Page.	Edit
Notifications	On Facebook and Email	Edit

Step 3: Click "Edit" next to Notifications to change your settings

FAQ

Continued: How can I get notifications emailed to me?

Choose how you'd like to receive your notifications. Make sure to select "Email."

Notifications

You can get notifications when people post, comment, or send a message to your Page.

Get notifications:

☒ On Facebook

☒ Emailed to YourEmailAddress@gmail.com

Save Changes

Cancel

Step 4: Click the check box to turn on email notifications

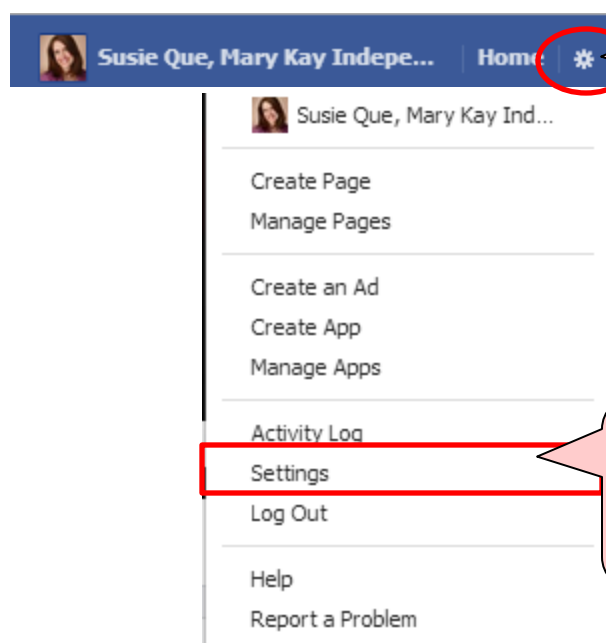
Step 5: Make sure to click Save Changes to save your updates

FAQ

How can I opt out of the Social Publisher?

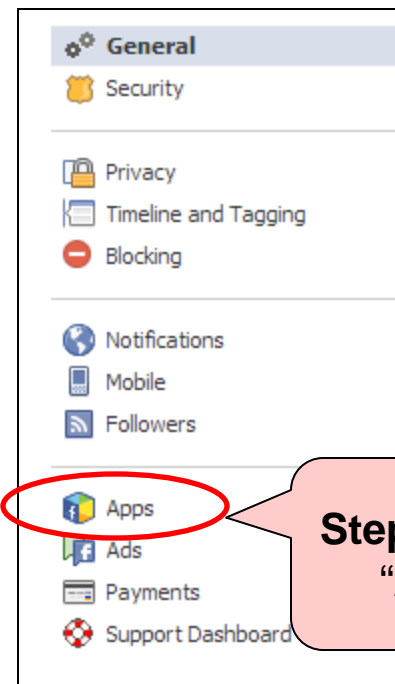
If you connect your page, and then decide you do not want to use the Suggested Posts, there is no need to opt out of anything. Simply stop going to the Social Publisher from your InTouch portal.

If you would like to opt out of the Automated Content, click on the gear on the top right hand side of your Facebook page, and select Settings.



Step 1: Click the gear shape

Step 2: Click "Settings"




Step 3: Click "Apps"

Once you select “Apps” from the menu, you will see the Mary Kay Social Publisher listed. Click the “x” next to the app to remove it. This will disconnect the Mary Kay Social Publisher from your Facebook page.

Apps you use

Use apps, plugins, games and websites on Facebook and elsewhere?

On[Edit](#) **Mary Kay Publisher**[Edit](#)

Click the X to
remove the Social
Publisher.