Creating a personal Facebook Mary Kay business page is not only fun, but makes you a smart business woman! Facebook has over 750 million users, with more than half of those users logging in multiple times every day. Your personal Facebook Business Page gives you an individual, dedicated spot to create buzz about our amazing products, share the opportunity, or hold special contests.

*Note: if you do not already have a personal Facebook account, you will need to create one first to get started.

1. When you log-in to Facebook, you will land on your homepage. At the top of the screen is a search box. In that box, type "Facebook pages." A drop down menu will appear with multiple options. Click on "Facebook Pages-product/service".

2. You will be brought to the Facebook Pages fan page. Look at the top right hand corner of your screen. Under your username, you’ll see a box that says "Create a Page." Click this box.

3. On this page, you will see six options of major categories your business may fall under. There are two categories most beauty consultants choose to create their page under: "Local Business or Place" OR "Brand or Product." If you choose "Local Business or Place," you will be required to enter your physical address, which can be seen by all of Facebook. If you choose "Brand or Product," you will be able to still create that personal page, but put less sensitive information out there. My personal page is created under "Brand or Product." Be sure to click the box that says you agree with the terms of Facebook's use.

*Very Important: Mary Kay has guidelines for our Facebook pages. Your Facebook Page name must be either "(your name), Mary Kay Independent Beauty Consultant;" or simply "(your name)."
4. Choose a Mary Kay related profile picture - a professional picture of you, a product you love, etc.

5. For the time being, skip Step 2 - Inviting Friends. For Step 3 - your website should be your Mary Kay personal website. Under "About" you should feature the following information " As a Mary Kay Independent Beauty Consultant, I teach skin care and color cosmetics."

6. Your page has been created! Before you invite your friends and customers to like your page, post a status!

7. Inviting people to "like" your page: On the right side of your screen, you'll see a link that says "Invite Friends." When you click on this, it will pull up your Facebook friends list. Make sure you select "Search All Friends" to the left of the search box, or it will not display your entire list. Simply click the box next to the person you would like to invite to check out your page. When you have finished selecting names, click "Submit." If you would like to invite customers through email, simply copy the website address of your page (in the box at the very top of the screen) and insert that into an email.
Frequently Asked Questions

*How do I update my Mary Kay Business Page?

To update your status: While on your page, simply update your status the same way you would your personal one. Remember, people want to know what’s going on with your business, so be sure to post a status update no more than once a day, and no less than 2 times a week.

To add pictures: You have one of two choices: 1. Upload photos individually to your page by clicking "Photo" under the status bar at the top of the screen. 2. Create a photo album by click "Photos" on the left side of your screen, under your profile picture. This will allow you to upload multiple pictures at one time.

*What should I post about?

Post positive things regarding our great products, your business, or any other appropriate item! If you need help, Mary Kay corporate has a list of approved posts on InTouch that you can borrow for your personal page.

*How do I share items from my Mary Kay Website?

1. While on your business page, look at the right side of the screen. Select "Use Facebook as (title of your page)" to switch from your personal profile to your business profile.
2. In a new window, open up your personal Mary Kay website. On the page for the product you want to feature, click "Share" on the left side of the screen and select Facebook. The prompt will allow you to post a message that will appear on your wall with the product.

Important Information to Know From Mary Kay Corporate

Although Facebook is a fantastic tool for sharing our personal Mary Kay business, there are a few guidelines you need to keep in mind. Remember: you are an ambassador for Mary Kay!

Do Not:

* Do not promote your personal page on the Mary Kay corporate Facebook page.

* Do not make earnings claims, whether direct or implied. You should never post anything sharing what you make, or what someone else could make with a Mary Kay business.

* Do not misrepresent your relationship with Mary Kay corporate, or imply that Mary Kay is endorsing your personal page.

* Do not post inappropriate content. This includes anything that can be construed as offensive, controversial, distasteful, or not appropriate for all age groups.