



## SHARE EVERYDAY

OUR INDUSTRY IS ALL ABOUT CONNECTING ONE-ON-ONE WITH PEOPLE, BECAUSE THERE'S NOTHING MORE POWERFUL THAN SHARING SOMETHING YOU LOVE WITH THE PEOPLE YOU CARE ABOUT! SOCIAL MEDIA IS A VITAL PART OF ANY ONLINE BUSINESS, AND BEING A SUCCESSFUL MASKCARA ARTIST IS NO EXCEPTION. IT IS A GREAT TOOL TO CONNECT WITH PEOPLE WAY BEYOND YOUR TYPICAL DAY-TO-DAY CUSTOMERS.

## TIPS TO BE SUCCESSFUL IN SHARING EVERYDAY

- WORK ON FEELING CONFIDENT IN UTILIZING THE AMAZING REACH THAT SOCIAL MEDIA CAN GIVE YOU
- PICK THE SOCIAL MEDIA PLATFORM YOU FEEL MOST COMFORTABLE WITH - OR ARE MOST FAMILIAR WITH - AND BUILD FROM THERE
- SIMPLY SHARE SOMETHING ONCE A DAY. THAT'S IT! CONSISTENCY IS REALLY THE KEY
- MIX UP POSTS AND GET PERSONAL TO ALLOW OTHERS TO CONNECT WITH YOU
- USE YOUR OWN NAME IN YOUR SOCIAL MEDIA HANDLE - THIS MAKES IT EASIER FOR PEOPLE TO FIND YOU.
- THINK OF YOUR POSTS AS AN INTERACTION WITH A FRIEND. KEEP IT CONVERSATIONAL TO ALLOW RELATIONSHIPS TO START
- MAKE GENUINE AND PERSONAL COMMENTS TO ACCOUNTS AND FEEDS THAT YOU FOLLOW
- TO START, TRY SETTING UP A CALENDAR FOR WHAT YOU WILL SHARE AND WHEN
- DON'T FALL INTO THE TRAP OF JUST SCROLLING CONTINUOUSLY WITHOUT ENGAGING. IF YOU FIND YOURSELF SCROLLING FOR MORE THAN FIVE MINUTES WITHOUT COMMENTING, STOP AND TAKE A STEP BACK AND REFOCUS

## SHARE EVERYDAY IDEAS

- PLAY A GAME ON SOCIAL MEDIA (A FEW IDEAS: SPOT THE SHADE. GUESS THE QUOTE. SPOT THE DIFFERENCE. FINDERS KEEPERS. TAG A FRIEND AND LEAVE THEM A COMPLIMENT.)



- POST AN UNPOPULAR OPINION AND ASK OTHERS TO SHARE THEIRS
- POST SOMETHING FUNNY
- CLEAN OUT YOUR MAKEUP BAG AND SHARE A BEFORE AND AFTER PICTURE
- SHARE SOMETHING YOU LOVE ABOUT YOUR HOMETOWN. ASK OTHERS TO DO THE SAME IN THE COMMENTS
- SHARE A BEAUTY TIP YOUR MOM TAUGHT YOU
- SHARE WHAT YOU WISH YOU COULD HAVE TOLD YOUR HIGH SCHOOL SELF ABOUT MAKEUP
- GO LIVE PUTTING ON YOUR MAKEUP WHILE LIP SYNCING YOUR FAVORITE SONG
- SHARE YOUR FAVORITE (NON MASKCARA) PRODUCT ON SOCIAL MEDIA
- UNPLUG FROM SOCIAL MEDIA FOR 12 HOURS AND POST WHAT YOU WERE ABLE TO GET ACCOMPLISHED DURING THAT TIME
- SHARE YOUR FAVORITE BEAUTY ICON AND EXPLAIN WHY THE PERSON YOU CHOSE IS YOUR FAVORITE
- SHARE YOUR SKINCARE ROUTINE AND ASK YOUR FOLLOWERS ABOUT THEIRS
- SHARE YOUR BEAUTY TRAVEL TIPS! "HOW DO YOU BEAUTY ON THE GO?"
- SHARE YOUR FAVORITE MEMORY OF YOUR BESTIE
- TAKE A PICTURE OF YOUR FAVORITE PLACE TO WORK
- EXPLORE YOUR AREA. GO SOMEWHERE YOU'VE NEVER BEEN AND DOCUMENT THE EXPERIENCE
- HOST A PARTY!
- EAT DESSERT FIRST, THEN DINNER, WHILE DOCUMENTING THE WHOLE THING
- CLEAN OUT YOUR CAR. POST BEFORE AND AFTER PICS
- TREAT YOURSELF TO YOUR FAVORITE TAKE-OUT MEAL
- GOOGLE MORE SOCIAL MEDIA IDEAS!