

6 TIPS

FOR USING GIFS & STICKERS ON SOCIAL

#1



CONSISTENTLY SHARE TO STIR ENGAGEMENT

Sharing GIFs in group chats can spark conversation by drawing attention to a topic or product. If you start to use them, your friends and customers may start to do the same and use Mary Kay GIFs and stickers too.

#4



ELEVATE YOUR EVENT CONTENT

If you're posting about an upcoming Mary Kay event, or even from the event itself, consider adding event-related stickers to your imagery to reinforce the message or theme of the event.

#2



ADD SOME FUN TO YOUR INSTAGRAM AND FACEBOOK STORIES

Use Mary Kay branded GIPHY stickers in Stories content, especially when promoting products, to catch attention and ensure customers don't tap past your Story.

#5



BE RELEVANT AND THOUGHTFUL WITH GIPHY USAGE

Choose GIFs relevant to what you are talking about, whether related to a product or an event. Use GIFs to add emotion to your message. Remember to be cautious of over-usage.

#3



FIND MARY KAY BRANDED STICKERS AND GIFS

You can always find a library of GIPHY stickers and GIFs by searching "Mary Kay" within Instagram Stories, Facebook Stories, TikTok, Snapchat and WhatsApp's search box.

#6



USE GIPHY STICKERS TO SPOTLIGHT A PRODUCT OR TEAM MEMBER

You can add GIPHY Stickers like crowns, birthday sashes, or stars on a SHINING product or team member that you'd like to highlight! You can search "congrats" or "thank you" to find fun stickers that celebrate your team members or even your customers for placing an order.