

# SOCIAL MEDIA TIPS FOR SALONS

## CONTENT

It starts with beautiful pictures and a story to tell. You have to dive into your social media stats to figure out what kind of content resonates best with your followers and then focus on creating this kind of content.

## CREATE A COMMUNITY

Social media is not only about broadcasting your content. Social media is a very powerful tool to create a relationship with your followers and clients. To create this relationship, it is important to engage on your platform. This means reacting to comments, mentions, and private messages and this also means interacting with your followers' content. Because you interact more with your followers, they will likely see your posts more on their feed. This has to do with the algorithms.

## STORY ENGAGEMENT

Where social media was mainly about the feed first, the stories are a very important feature now as well and will help you to get more engagement. You know, all these funny features you can use in the story? The poll, the questions, the Gifs? Use these in your story and it will help your engagement.

## SCHEDULE TOOLS

Social media can take up a lot of time. That is why scheduling tools can help quite a lot. You can schedule all your posts in advance, so you have one thing less to worry about! Not all, but a lot of the scheduling tools provide insights into your statistics. This is an advantage in comparison with the insight Instagram, for example, gives you because you can only see the stats from one week. You will get an overview that will also save you time! Some of the tools you can use: Hootsuite, Iconosquare, Planoly, CoSchedule – just to name a few.

## USER-GENERATED CONTENT

Your followers probably make beautiful content as well – e.g. product pictures or before and afters. Ask them for permission to use them and tag them in the pictures. It's a win-win – you have great content and you engaged with your followers.

## ROUTINE

Create a routine in how often you post. The algorithms take this into account as well. So, don't post 7 times this week and nothing next week. Rather create a routine of for instance 3 posts a week.

## TIPS TO BOOST ENGAGEMENT AND REACH

- Use #hashtags wisely
- Tag and mention people if possible
- Use a location if possible

## JUST START!

This is probably the best tip if you are not very active yet on social media or not active at all. It seems scary and a lot of work, and to be honest, it is both! 😊 But the best way to figure out what works is just to start. Social media is a learning curve and you must start to start learning. Social media is also developing very quickly, and the algorithms keep changing so the best way to keep up to date is to be in the middle of it. That is why we say, just start!

