

75 SOCIAL MEDIA TIPS FOR SALONS AND SPAS

Savvy salons and spas know that an active social media presence is as important today as word-of-mouth advertising. Interacting with your audience on Facebook, Instagram, Twitter, and other platforms allows you to stay in communication with clients and potential clients, letting them know about special events, sales, new styles and products, and everything going on in your beauty kingdom. We've assembled 75 tips to help you make the most of your social media channels.

1. BE SEEN.

Be on the same social media as your clients. That means Facebook, Instagram, Twitter, Snapchat and who knows what's next. Why? So your clients can see you, like you, follow you and interact with you.

2. INTERACT.

Social media is about more than just being there, it's about having a relationship with existing and potential clients. Interact with your clients. Like their photos, comment on posts, and encourage them to do the same on your page.

3. CALL TO ACTION.

Social media gives you the chance to put out mass calls to action. Announce special deals, sales, new hires, new hours, holiday happenings, booking specials, whatever you want to motivate your clients to partake in to a wide audience who can easily share the news with their friends.

4. PROMOTE DAILY OR WEEKLY DEALS.

Make featuring sales and specials a daily or weekly thing, whichever fits your business' personality best.

5. RUN A CONTEST OR GIVEAWAY.

Social media makes a fantastic platform for holding a contest. Give away products or services, showcase new employees or treatments, all with a few clicks. Post a picture and have your fans share it; the most "likes" wins. Have your fans post their new hairstyle or blissed out post-spa selfie for a chance to win a treatment. Again, most likes wins. Think of the audience you reach with real customers singing your praises.

6. VISUAL CHANNELS ARE YOUR FRIEND.

It's easy to share a beautiful picture on Facebook and Instagram, which means they're the ideal place to put photos of your salon or spa, your treatment area, your retail offering, your salon family, before and after styling/color shots, even that serene spa pic you mean to post.

7. BUT DON'T FORGET VIDEO.

Still images are important, but don't ignore video. Post videos on a regular basis and become a resource where you fans can learn new makeup or styling techniques, discover a new product or treatment, or tour your business.

8. MAKE USEFUL CONTENT.

Yes, all of your social media posts should ultimately drive people to spend \$\$\$ in your business, but for the best audience engagement, put out useful content. This means not every video is just "Hi From My Salon's Team!" It means you're showing an easy hairstyle you can do at home in minutes. Or that perfect eye shadow blending technique. Or two ways to make the most of your flat iron. Even how to have a mini spa day at home. Post content that your audience will use and you'll become a trusted voice for them.

9. BE A COPYCAT.

Don't think you have to know all the answers to your social media posts right now. Take time to study your favorite posts and Instagrammers, those stylists, celebrities, spas and salons that WOW you every time you see them. What

are they doing? Is it something you can do? Be a copycat and do what's working well for others, it may just work well for you too.

10. BUT BE AN ARTFUL COPYCAT.

Don't just steal another person's post, be inspired and original. During Awards Season, repost a still of your favorite celeb's hair and do a tutorial video on how to make that look yourself.

11. POST OFTEN (AND REGULARLY).

You should be posting on Facebook and Instagram often, which means daily in most cases, possibly even more frequently.

12. MAKE A SCHEDULE.

It's easy to forget to post. It only takes a few minutes. You do it on your phone. It's like not working at all, right? Wrong. It is work. It's advertising and you should take it seriously. To do that, you need a work schedule because social media is a job. Look at your calendar and plan out days for photos, videos, and call-to-action posts. Make a list of topics under each one, so you have a bank of ideas to draw on. Then fill in your schedule and do your best to stay on track.

13. WORK AHEAD OF TIME.

Now that you've made your social media schedule, you might think it looks daunting. It's not. Apps like Hootsuite and Latergram allow you to create and save posts, scheduling them to go out at a specific day and time. This means you can take an hour to create several posts and set them up to publish, instead of trying to do all of them the day of, making the whole thing that much easier.

14. TREAT FACEBOOK LIKE YOUR OTHER WEBSITE.

Your Facebook business page is like a bite-sized version of your full site, so make sure you everything on there: hours, address, phone number, email address (that someone will answer), prices, a brief notation of the services or brands offered.

15. POST RELEVANT CONTENT.

This page is not for you, it's for the customer. Post things the customer is going to love, will respond to, and will share.

16. POST EXCLUSIVE DEALS.

Give customers a reason to be your fan on Facebook, namely an exclusive deal announced on Facebook only. Mix up the rewards with inexpensive and more extravagant prizes. *(Bonus Tip: Ask your product reps for giveaways, then you're not out the \$\$ on products you give as prizes)*

17. REWARD YOUR FANS.

When a new fan joins your page, send them a 10% off coupon or another relevant deal. Periodically send out notes to your fans with booking specials or product/service deals.

18. USE TARGETED ADS.

Facebook lets you target ads to your ideal customers. Want to reach the perfect demographic of potential customers? This tool lets you create ads that only they will see, guaranteeing you'll get your message in front of the right audience.

19. USE HASHTAGS.

Hashtags—they look like #—are a way of tagging your posts with key words and lets clients and potential clients find you easily. You can tag a place (#yourtown, #YourSalon), event (#weddingseason, #celebratespaday, #prom), or holiday (#mothersday, #holidayparties) and add a layer of interaction to your post.

20. SHOW OFF YOUR TALENT.

Stylists—show off that before and after that showcases your color skills or a fresh style. Manicure and Pedicurists—give us a look at your best and your most creative. Bodyworkers—let us see your facials, massages, and other treatments.

21. HAVE FUN.

Stay in line with your brand, but keep things fun. Make a joke that your clients will get. Post a humorous picture. Show us a behind-the-scenes look at your salon or spa.

22. SHOWCASE PRODUCTS.

Remind your customers what products and lines you carry. Use the product hashtag (#aveda, #redkin) to drive more views and engagement.

23. CREATE YOUR OWN HASHTAG.

With a hashtag that promotes your business (#hairbyjill, #SolarisSalon) you can incentivize customers to post their beauty pictures and use your hashtag. Not only does it give you a footprint on social media, it gives you a quick and easy way to see who is saying what about you (because you can search for hashtags on Instagram).

24. BE TIMELY.

Post related to holidays and happenings and events, but remember to post ahead of the season, just like you do with an ad.

25. TAG, TAG, TAG.

Instagram and Facebook allow you to tag people on posts and pictures, so do it. Tag the salon, the stylist, the customer, the product, beauty blogs, beauty magazines, and anyone who may have an interest in seeing your post.

26. BE CONSISTENT.

Remember that schedule of posts you made? Stick to it because consistent posting is good for you and your clients.

27. GET PERSONAL (SOMETIMES).

Be more than a business online; have personality, have character, be a person with a business.

28. FOLLOW YOUR PRODUCT LINES.

You need to follow your product lines on Instagram so you can interact with them by tagging them, using their hashtag, or trying to be featured on their page.

29. FOLLOW YOUR OTHER SUPPLIERS TOO.

Who makes your chairs? Blow dryers? Pedicure units? Who sold them to you? Follow and interact with these brands and businesses too.

30. NETWORK.

Facebook is a social network, so network already. Like, comment, tag, repost, and converse with your followers and the folks you follow.

31. STUDY.

This is fun homework, but study Instagram and Facebook. Find accounts doing something you love. Your clients use these platforms to look at beautiful images, be inspired, to align themselves with brands and individuals who give them something to aspire to, so give them what they want.

32. INVOLVE YOUR TEAM.

Have your team post, tag and use your hashtag. Empower them to use your calls to action to promote your business and theirs. Work with them to create calls to action that work for them too.

33. FIND NEW FOLLOWERS.

Your followers and fans are clients and potential clients. So where do you find more fans? Look at who follows your favorite account. Follow them and interact, they may return the favor.

34. IDENTIFY INFLUENTIAL INSTAGRAMMERS.

Find influential Instagrammers in your area—wedding venues, makeup artists, models, photographers, celebrities, public figures—and follow them. Interact with them and their fans. Again, you'll likely gain new followers (especially if you can get them to mention or feature you).

35. INTERACT THOUGHTFULLY.

When you comment, use proper grammar and spelling. And use words. Going the all emoji route is not a comment by itself. Ask or answer a question. Be part of the conversation like it's a real, in person conversation.

36. POST SMART PHOTOS AND CAPTIONS.

Your captions should be error free in terms of spelling and grammar. They shouldn't ramble or be too short. Just say what you have to say simply and quickly. Use hashtags wisely and sparingly (no more than five or six).

37. PICTURE PERFECT.

You're probably not a pro photographer, but you don't need to be, just take some (in focus) shots and keep doing it. You'll get better quickly. Filters and basic edits (increase color saturation, boost the sharpness or definition) can make a dull photo POP. Just remember: keep it looking natural.

38. USE BEFORE AND AFTER PICS.

In the beauty industry, the before and after pic is a must. Show that long, heavy hair that's been transformed into a stylish, light, short cut. Let's see that updo and compare it to the way it was when the client came in.

39. TREAT SOCIAL CHANNELS LIKE A TWO WAY STREET.

Talk to your audience on your page and theirs. Respond to messages and comments promptly and politely. Treat everything like a real conversation.

40. STOP SAYING "I DON'T HAVE TIME."

Have time for Candy Crush? Spend a few minutes on Facebook while your favorite TV show is on commercial break? Then you have time to post. Stop searching for that perfect meme to text your friend and make a habit of posting to your very important social networks.

41. FEATURE PHOTOS.

Feature a great photo from a client, when appropriate. Show them you're paying attention and reward them with a little attention of their own. This goodwill is simple and goes a long way toward building a strong community.

42. WHAT FEATURED PHOTOS?

As long as you're featuring a photo that's on brand, anything. If you run a spa and a client just posted a great picture of a stunning spa on their South American vacation, repost it. Love the way a client braided their daughter's hair for her middle school dance? Get permission and repost it.

43. GET FEATURED.

Ask local magazines to feature your Instagram feed when they do a beauty, art, or style issue.

44. SHOW YOUR RANGE.

Your posts should show your range of skills and talents, not just the basics. Show your updos and braids, your cuts, colors and the range of your clients. Feature old and young, men and women, all races. Just show all your talents and abilities.

45. TAG YOUR CUSTOMERS.

When you shoot that before and after, tag your customer. They'll show their friends that great new hairstyle and your page at the same time.

46. WELCOME NEW VENDORS AND EMPLOYEES.

Facebook and Instagram are the perfect places to announce new hires or new product relationships.

47. BE MINDFUL OF THE BACKGROUND.

Before you take a picture—and especially before you post it—check to see what's in the background. You don't want your perfect product shot ruined by a pack of cigarettes in the background or someone picking their nose. And be mindful of mirrors while you're at it, they can show some unexpected angles from time to time.

48. PLAN YOUR POSTS.

We already said it, but it bears repeating: make a schedule for posting and stick to it. This will build the habit and make it easier to stay on track. Plus, planning holds you accountable.

49. BE MINDFUL OF WHEN YOU POST.

Posting when people are active will get you more views. Generally evenings are a good time to post, but so is the time around coffee break and during the afternoon slump.

50. BE SURE YOU'RE USING A BUSINESS PAGE.

Business pages give you more tools on both Instagram and Facebook. You can have more friends/followers on Facebook, and on Instagram you can post your email address on your profile.

51. KEEP YOUR LOOK CONSISTENT.

Use the same filter or a similar editing process to make your pictures look uniform and can help you create a signature look for your Instagram feed.

52. BE BUSY.

Show your salon when it's busy, when all the stations are full and the place is exciting.

53. BUT WHAT DO I SAY IN A POST?

In a post you can say a lot of things. You can brag: best day, busy day, number of clients or bridal parties... You can ask: best hair on TV? Who looked hot on the runway? What's a problem you're having? You can give news: new events, new hires... And you can sell: announce sales, specials and discounts.

54. POST SHORT TUTORIAL VIDEOS.

Short tutorial videos provide benefit to your audience (they learn to do something new or do something better) and your salon (you're an authority).

55. DON'T JUST LURK.

Don't just lurk and click "like" on things, interact. Talk to people, be social. It's social media, after all.

56. STUDY SUCCESSFUL COMPETITION.

See what your competition is doing on social media. Are they running specials and engaging with every client? Do they have tons of fans? What can you learn from their feed?

57. LET YOUR PASSION SHOW.

Let your passion, your excitement, your energy, and your creativity by the star of your social media feed and your business will be rewarded.

58. WORK SOCIAL MEDIA WITH AN OBJECTIVE IN MIND.

Like anything, go into your social media with a goal and an intention. Maybe you want more customers, maybe you want a wider audience, maybe you just want to show off your creations. Whatever it is, go in knowing why you're doing it.

59. STAY ACTIVE.

Consistent use is a key element to building an audience that responds and sticks with you.

60. IT DOESN'T TAKE LONG.

At first you might spend an hour a week, maybe more, getting your social media game down pat, but soon you'll be a master and have it done in 30 minutes a week.

61. LET THEM KNOW.

Make sure you have your Instagram Handle and Facebook Page on your appointment and loyalty cards, on signage around your salon or spa, on your email signature, and on your website.

62. DON'T FORGET EMAIL.

If you don't have an email list and send out regular newsletters or updates, you're missing the boat. This is the perfect place to cross promote your social media channels, announce specials and sales, and keep customers informed.

63. BE GRATEFUL.

Post a Thank You to clients for trusting you with their service, thank a new client for coming in, thank a vendor for a great new product.

64. DON'T GET IN OVER YOUR HEAD.

It can be easy to get sucked in when you're researching great Instagrams or when you're picking the perfect shot, but remember to take it slow and develop your skills as you go. You'll get better with experience.

65. SEEK HELP.

As with other areas of your business—accounting, advertising, web design—seek the help of a professional or an agency to give you a tutorial or get you all set up.

66. USE TWITTER TOO.

On Twitter you can give out service and product discounts for retweeting your tweet. You can also announce Twitter-exclusive specials and deals (as you can with Facebook or Instagram).

67. OFFER GROUP DEALS.

Imagine a gorgeous picture of your spa and the caption, "Share this post with two girlfriends and when they share it too, enjoy a 20% discount on girlfriend getaway services this weekend."

68. FIRST TIMER SPECIALS.

Offer specials to new fans and first time customers, then promote it on your page.

69. SELFIE SALON.

Build a Selfie Station in your salon. Take a booth that's unused (hopefully you don't have any of those) and set it up as a Selfie Station where clients can shoot a selfie (in the mirror or the old fashioned way). Be sure to have your handle (your Instagram Name) and hashtag somewhere nearby.

70. THE VALUE ADD.

Add value to customers instead of giving them a discount. Don't say "10% off services this weekend" say "add aromatherapy to your massage for no charge when you share this post."

71. JOIN GROUPS.

There are many Instagram and Facebook Groups that have members from your community, or who are interested in the same things you are, so join them and become an active member, promoting your salon or spa and being a good community member.

72. REWARD REVIEWS.

Hold a monthly drawing for reviews posted to Google or Facebook.

73. PROVIDE SOLUTIONS.

Provide solutions to client issues in some of your posts. If you don't know what your clients' issues are, ask them. "Summer's on the way, what skincare questions do you have?" Questions like this go a long way to build your authority.

74. POST OFTEN.

Post as often as is reasonable for you, but post at least once per day.

75. DON'T FORGET THAT CALL TO ACTION.

Not every post needs one, but if you aren't asking clients to book, buy, share, like, or visit, you're leaving opportunities on the table.