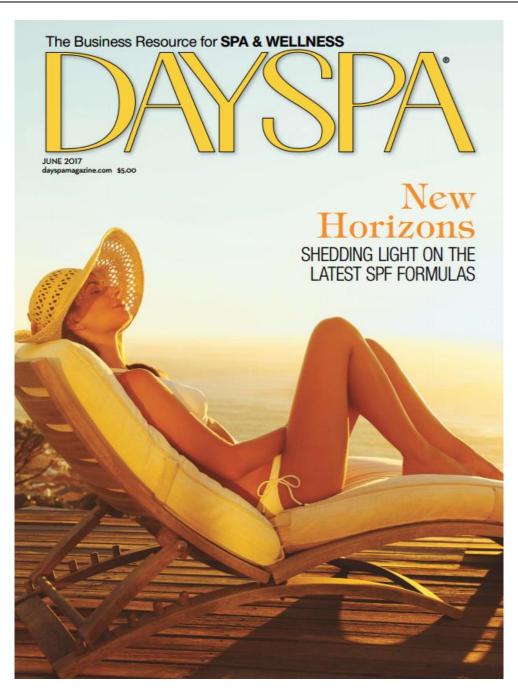


June 2017 National





SKIN SPA NEW YORK

BASED IN: New York City and Boston HANDLE: @skinspanewyork FOLLOWERS: 7,200+ MANAGED BY: Katie Werbowski, senior manager



CONSISTENCY IS KEY. "I recommend using a minimum of 10 hashtags. We often use "skinspany, "nyc, "skinspa, "spa, "loveyourskin, and then other hashtags specifically related to the post," says Werbowski. "We also follow users with similar interests, maintain a consistent posting schedule and keep the filters we use mostly uniform to create brand recognition."

BUILD ENGAGEMENT. "Clients are always encouraged to tag us in any aftertreatment pictures they post; then we repost them, which gives us a regular stream
of fresh content. We track the engagement on our posts to determine optimal
days and times, which are generally in the middle of the night and near the end of
the workday. Because there are fewer posts being shared at, say 2:00 a.m., ours
tend to get more visibility from late-night viewers and shoppers. We do like to
occasionally vary our posting times as well, in order to reach different audiences."
MIXIT UP. "We share a variety of real-time posts from the spa, feel-good
inspirational and wellness-related messages, and branded advertisements for our
e-commerce business. The objective is to keep content creative and engaging, as
well as educate our audience," the senior manager points out. "A lot of our clients
are looking for the latest in body treatments, but they are also seeking at-home
wellness and nutrition. It's important for us to engage on all of these topics in order
to be viewed as a dynamic source for beauty and wellness."

