

SPECTRUM ONE HAIR EXTENSIONS



# THE SOCIAL BOOKLET

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# HOW TO TAKE THE PERFECT PICTURE

The first step to creating an aesthetically pleasing and engaging social channel which is the home of promoting all of your amazing hair work online, is to ensure you're confident in taking the best pictures and videos or have a team member responsible for this all important part. Read on for our **top tips** to take your content to the next level!

## Lighting

At Spectrum One, we use both natural daylight and ring lights ([this is the ring light we use](#)). However, when taking a picture or video you'll want to ensure that the colour of your work looks accurate in the photo, as sometimes shadows and excessive warm or cool lighting can really throw off the true colour of the hair. As you'll see in the below example.

Natural daylight is our best friend! It's when the hair colour will look it's most accurate however we like to avoid taking pictures when the sun is at its highest peak as direct sunlight will overly brighten the hair colour on your pictures.

As you may know, a hairdressers nightmare for content can be losing the daylight hours in the winter months. This is when we rely heavily on our trusty ring lights, so make sure to invest in one for your salon if you haven't yet got one. Below is a great example of the difference in lighting taken on the same clients hair colour!





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# HOW TO TAKE THE PERFECT PICTURE

## Background

To ensure that your Instagram feed and overall content is at its highest standard, always make sure that there's no clutter in the background of your photos or videos. Sometimes bits in the backgrounds can be easily missed so a **great tip** is to simply look back at your camera roll after you've taken your first picture to see if there's anything you haven't noticed.

We know at the best of times you and your client may be short of time to take the all essential pictures. If you spot something in the background after the appointment, don't panic! You can use simple editing tools such as Magic Eraser on Canva Pro or many free apps such as Airbrush to refine them. Can you spot our edit below?



Another factor to consider is the colour of the background when wanting your new fresh hair colour to really stand out and look its best! Opt for a contrasting background e.g. white or neutral backgrounds to make those darker brunette transformations pop.

The background of all of your content is essential to keep in mind for how your overall Instagram grid will look. We love to use the app [Planonly](#) to plan our daily posts in advance and to consistently see which content compliments each the best when scheduled next to each other.

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# HOW TO TAKE THE PERFECT PICTURE

## Angles

Everyone knows it's all about those important angles! Ensuring that your client's head and hair is positioned perfectly will help transform the picture and make your work look its best and highest quality.

When taking the photo keep in mind "What are you wanting to showcase?" We've found that front facing pictures as opposed to the back of the client's hair attract much better engagement. Here's some examples of our favourite style of pictures taken in our salon.



Overall hair colour



The blend of hair colour



Shows the effect of hair extensions

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# EDITING

So you've taken your scroll stopping photos / videos, now to add some finishing touches to make them look they're absolute best! Here are our must-have apps that we couldn't work without!

## **CapCut**

This is an easy-to-use and free app that you may have already heard of, especially if you're on TikTok. CapCut is great for adding clips of your work together to create an Instagram reel or TikTok and most importantly, to snip out any imperfections in the content and speed parts of your video up. We find the editing tool for speeding up a full transformation from start to finish super helpful, you can also now do this within Instagram.

## **Canva**

Our teams use Canva on a daily basis to create everything & anything! From Instagram reel covers, designing static posts, salon POS or flyers, designing our brand emails... and so much more. If you're looking to take your social media platforms to the next level, you may want to invest in Canva Pro to gain full access to all of the great templates, editing tools and features.

## **Mojo**

Mojo is an essential app for designing engaging Instagram reels & TikToks, ensuring that they stand out on such competitive channels! We love that the app is often updated with new and trending templates available for any potential content ideas. It's also great for interactive text, essential for when wanting to grab your followers attention with flashing copy & calls to action. Mojo Pro is highly recommended as this is where you'll find tonnes of templates and it'll allow full use of all fonts and text styles to best suit your brand.

## **In-app editing**

In-app editing is great for when you don't need to add too many final tweaks. In both Instagram and TikTok you can add audios to your posts to help keep them engaging and to expand their reach. However, keep in mind not to go crazy with features / GIF's at the last stage. Your work needs to look as authentic as possible so that your clients are more likely to re-share and use your content for their own hair inspiration for their next hair appointments.



# THE DIFFERENCE IN PLATFORMS

By this stage, your content is looking amazing and its ready to share. So which social channel should you share to first?

## **TikTok**

TikTok is constantly growing and everyone (if you haven't already!) has joined the platform to be a part of it's ever-changing content & trends. TikTok is a great way to show the more relatable side of your business and can highlight your brands personality as the platform is loved most for comedy and to be the best place for people to find relatable content.

## **Instagram**

It's a hot topic for debate but Instagram is still one of the most popular channels to have and arguably the main platform that people use to grow and promote their businesses. It has the best of both worlds as you're able to share both pictures and videos.

## **Facebook**

Many people may consider Facebook less effective for organic social media growth however we find Facebook great for community-based content. Our Spectrum salon's Facebook page maintains high engagement as the majority of followers are local & loyal clients engaging with their favourite stylists work, brand news or updates, new products & services etc.

## **Pinterest**

We're sure almost everyone has used Pinterest at some point for hair inspiration, whether that be for the latest hair trends, colours or hair styles. If you haven't yet created an account, why not start with posting your daily hair content created for other channels on there too to start building a following, growing your brand awareness and to allow users to find your work as inspiration for their own hair glow-ups!

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# POSTING ON SOCIALS

When creating content there are two main types that we like to focus on: creative and practical.

## Creative Content

Our top tips for taking the best content is to ensure you always get the before, during and after pictures & videos. As you may know, there is nothing more annoying than when you've had an amazing transformation and you've forgotten to capture your work to show off on your page. Try to be mindful and spare around five minutes at the start and end of your appointments to capture that all important amazing content.

Another key thing to remember is that people love to view quick and engaging content, from this we've found that the biggest transformation reels from start to finish (no matter how short) get the highest engagement. People love to see the magic that your hair skills can create! So it's vital to have a mix of videos as well as statics on your Instagram feed. Here are some of our favourite styles of content across both our Spectrum Salon and Extensions social channels.



Watch one of our favourite simple reel transformations [here](#)



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# POSTING ON SOCIALS

These top tips will help you maintain high engagement, increase your brand reach along with growing your channels & brand awareness. Although remember, consistency is key!

## Practical Posting

### Hashtags

When using hashtags make sure to focus on ones that are relevant to your brand and your niche so that the content you're posting will attract the best audience. Use a branded hashtag, a few general hashtags along with some niche ones too. You can also use hashtag generators to help you such as [this one](#). An example of some that we use daily are: #SpectrumOneHairExtensions #hairextensions #hairtransformation #professionalhairextensions #hair #luxurysalon"

### Posting time

The time that you post is almost just as important as the quality of your content. By posting at a time when your followers are most active you are at your highest chance of getting the best possible engagement, at a time that your followers are most active. You can see when the majority of your audience is online by looking at your account insights.

### Scheduling

When you have a busy day full of clients you can easily forget to publish your content. Luckily there are apps that you can use to schedule your content as well as in-app options. For example, when publishing a post head to the advanced settings at the bottom of the page and you'll find an option to schedule your post. You can also schedule your Facebook posts and Instagram stories through the [meta business suite](#).

### Ask your junior stylists to create the content for your brand

If you're a salon owner then you will certainly already have your hands full which is why it's best to give the job of creating content to your juniors during their free time throughout the day. Your juniors are likely to be socially savvy when it comes to trending social content and popular features, it's also a great way to encourage them to learn more about the hair products they're filming, salon services, styling techniques etc.

### Engage with your community

It's important to make time to engage with your followers daily as well as with influential people within the hair industry. This helps organically grow your brand awareness and also the Instagram algorithm likes this and will start pushing your content so that it's seen by more people leading to a higher engagement. So always remember to like, comment and share any posts you find useful to your story or share with friends.

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# FIND YOUR NICHE?

Finding your niche within the hair industry is vital, not only for becoming the best in your particular technique such as balayage, being a blonde specialist, vivid colour or maybe it's your exceptional cutting skills.

Knowing your niche, focusing on it and consistently upskilling in that area is what will ensure you stand out amongst all the competition. Along with having consistency within your skilled area will help to build a more concrete customer base, your customers will know exactly what to expect from your content and services.

## Our Niche

Here at Spectrum One Hair, we pride ourselves on our excellent award winning education. Our goal is to provide hair stylists that are new to the art of hair extensions with the very best hair to work with, tools and education on all the benefits of introducing this service into their salons.

We not only hold in salon and online academy courses but we love to provide educational content across all of our social platforms.

**Below are two examples of hair dressers that clearly promote their niche**



### **Instagram (@caseyc\_hair)**

Instagram photos and videos

[instagram.com](https://www.instagram.com/caseyc_hair)



### **Instagram (@hiltonsophia)**

Instagram photos and videos

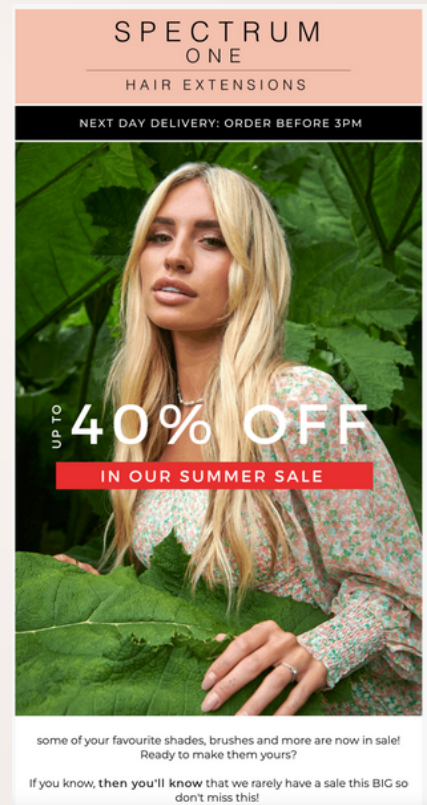
[instagram.com](https://www.instagram.com/hiltonsophia)

# EMAIL MARKETING

At Spectrum One email marketing plays a huge part in how we communicate to our customers whether that's promoting new products or promotional offers, showcasing our latest hair transformations created in the salon, trending hair styles & colours and so much more!

For our salon email marketing we use a software called Phorest which we love! It's great & super easy to use for managing our clients bookings, consultation forms, reporting on cashing up, tracking stylists product commissions along with weekly communications to our client base.

When a new client books online with you it's important to have an online system like Phorest in place to allow them to opt in to your online marketing. This way you're building an ever growing mailing list in which you can keep in touch with your customers, promoting new products, services & any cancellations to keep your salon appointments as fully booked up as possible.





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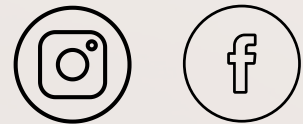
# THANK YOU

We hope this booklet has inspired you to level up your social media game or to start creating new channels to showcase all your amazing hair content to help grow your brands online presence. We love sharing weekly educational tips & tricks so make sure to follow us along with our great sponsors to stay up to date with all things hair extensions, education and hair care.

## Spectrum One Hair Extensions

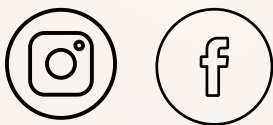


## Spectrum One Salon

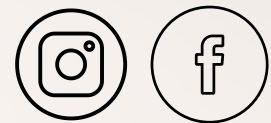


## Our Sponsors

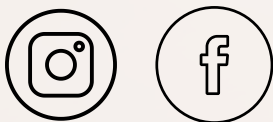
### Salon Business Solutions



### Original MineralUK



### Denman Brush



### INNOLuxe

