

Slay your Social



@sixundergroundmedia



Hayley Mears

metallic
waven

- *Career to date...*
- *Big dreamer*
- *Mistake Maker*
- *Digital Native + Digital Adapter (kinda gen Y, kinda gen X)*
- *Not that techy. #seriously*



Overview

- Five things you MUST do on social media
- What is happening in the hairdressing industry as a result of social media?
- Helpful tools and apps that will drive the ultimate results AKA Hayley's hacks.
- Q&A

Definitions

- An algorithm is a set of formulas developed for a computer to perform a certain function. This is important in the social sphere as the algorithms sites like Facebook and Google use are critical for developing content promotion strategies.

Definitions

- [Canva](#) - Canva is an easy-to-use design tool for non-designers and designers alike. The tool offers several templates that adhere to the required dimensions for sharable social images on Twitter, Facebook, Instagram, etc.

Definitions

- [GIF](#) - GIF is an acronym for **Graphics Interchange Format**. In social media, GIFs serve as small-scale animations and film clips. Now available in Facebook as a supported file.
- [Handle](#) - Handle is the term used to describe someone's @username

Definitions

- Impressions - An impression refers to a way in which marketers and advertisers keep track of every time a post is "fetched" and counted.



FIVE things you must do to make social media work

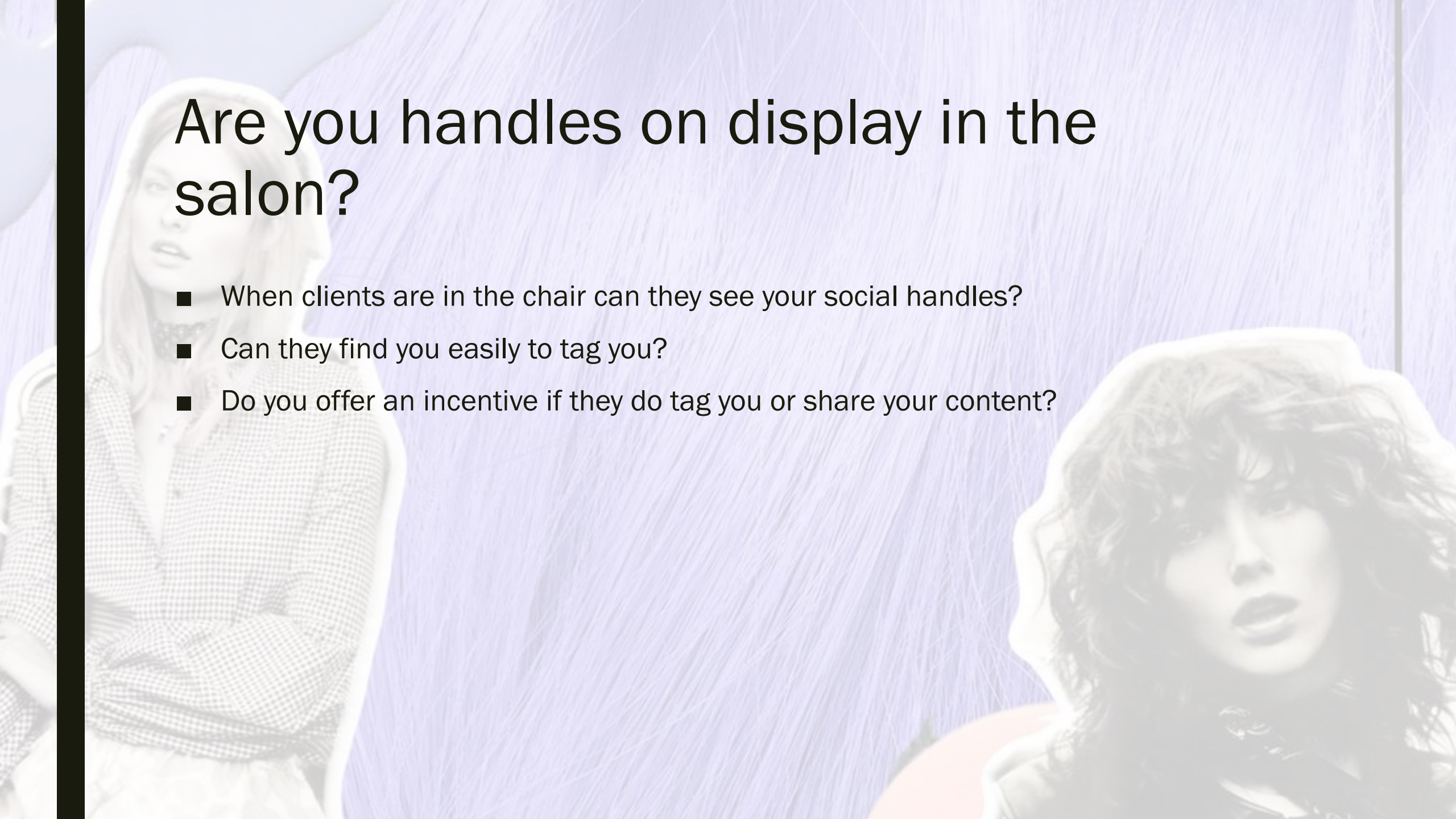
- Post every damn day. (multiple times for the most maximum effect)
- Make it easy for your clients to find you and engage with you
- Have a PLAN
- Have an aesthetic. What's your brands signature 'look' on social?
- Take your social seriously. Make your results measurable and your staff accountable

Where is social media going?

- Social Media is more video facing and consumer driven than ever before.
- Everyone is using Instagram stories to share their day – This is why the “salon space” is a really important part of your social media strategy.
- Reviews are DAMNING, so buyer beware. Discuss your strategy on reviews with the team and remember that there are SO many platforms out there where your business can be reviewed with you controlling it.

Are your handles on display in the salon?

- When clients are in the chair can they see your social handles?
- Can they find you easily to tag you?
- Do you offer an incentive if they do tag you or share your content?

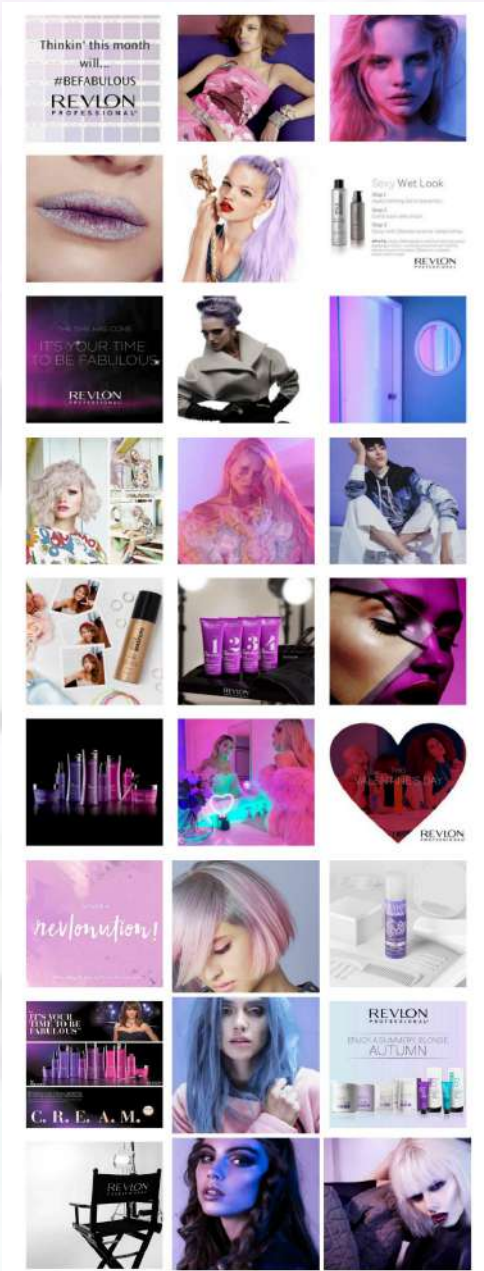
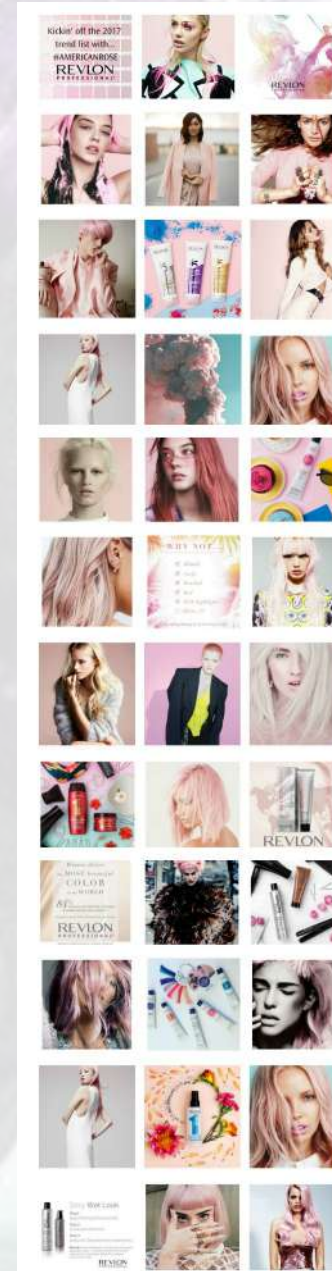


Your Instagram feed is a real-time portfolio of your work

- Make sure only the best pics get published
- Make sure you are using the suburb of you salon in the hashatgs so people can find you.
- Tag your location
- Photo tag clients (with their permission)

Create Visual Stability

- Your feed will perform better if you use complimentary tones and colours and tell a visual story across your feed.
- Add borders
- Change the colour focus each month
- Brand your images consistently
- Use the same background for before & afters.



Maximise your video output

- Advertising with Video or GIF content achieved 60% more engagement.



This is what you can do with iMovie



GREAT before & afters



 **anhcotran**
Ramirez Tran Salon [Follow](#)

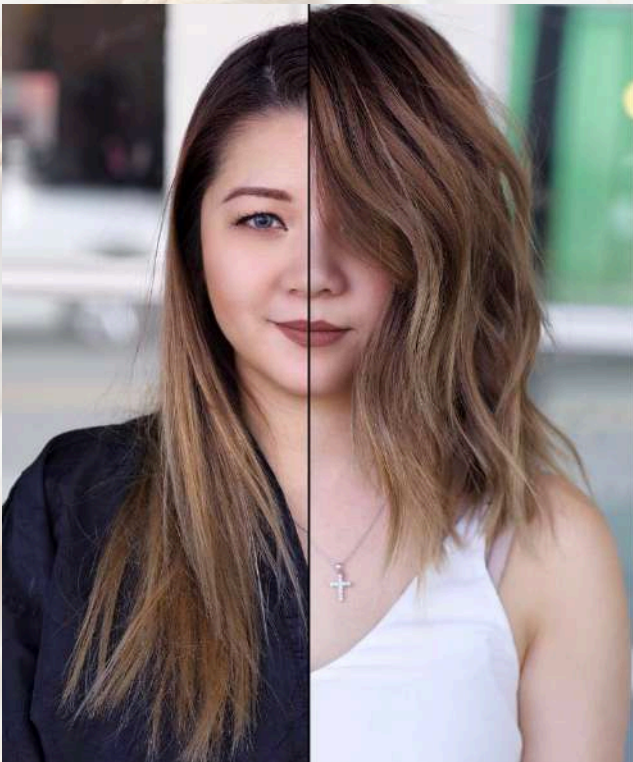
2,946 likes 6d


anhcotran new.CUT
#freshcut #shorthair #beverlyhills
#anhcotran #ramireztransalon

view all 23 comments

puts007 Evolution
puts007 Evolution
leahharrigan amazing!!
zebraanna can somebody tell me how his famous soft undercut technique works? I'm dying to try that out 😍
asmaryseesit 🙌🙌
eeliz28 @vickystoes @hungryjackz
zenhairnewdirection 🙌🙌
nez_hair Love 😍
hairbykacie1 @behindthechair_com That's me! 😍
apaigeintime Me next 🙌 @anhcotran
gianhair @alexandriaborghair inspo

❤️ Add a comment... ⋮



 **anhcotran**
New York, New York [Follow](#)

4,743 likes 1w

anhcotran old.NEW
#newlook #beforeandafter
#ramireztransalon #anhcotran

view all 56 comments

monica.lee.davis When will you be in sf??!

taliadeestylist So good!!

tiffanythehairgoddess 🙌🙌🙌🙌

kellientejones 🙌🙌🙌

ilyssa_herrington Yaaaaassss

sooprfun Looks amazing!

kangabelt Soo cool!!!

lakshiatsymmetry I like how you posted before and after pictures

meghanrodenbeck 😍

josephjunior_ @jessica_theresia

bedfullofstrawberries 🍓

oceanissime @alizee.mo mdr je n'imaginai même pas qu'on pouvait arriver à autant de

❤️ Add a comment... ⋮

DID YOU KNOW...

- Bot sweeps will identify fake fans
- Your website needs a Facebook pixel
- The ultimate number of hashtags is 11
- Only 16% of your Facebook audience will see your post in their news feed
- Only 20% of your Instagram audience will see your posts in their feed.
- Best time to post on Instagram: Before 9am, 2pm and 8pm

Want your work to get noticed?

- Are you tagging all the industry publications and pages to get their attention?
- If your work is shared by Behind The Chair or The Journal Magazine, the influx of new followers will flood in.
- Make sure clients are crediting you.
- If you have clients with great insta followings keep an eye on their feeds and comment about how great their hair looks.

Who to follow

- @thefoxandthehair (duh)
- @behindthechair_com
- @anhcotran
- @bleachlondon
- @notanothersalon
- @valonzhaircutters
- @theconfessionsof a hairstylists
- @traceycunningham1 (for celeb colour formulmas)
- @morrismotley

MAKE
YOURSELF

Hashtaging. Why, When and What?

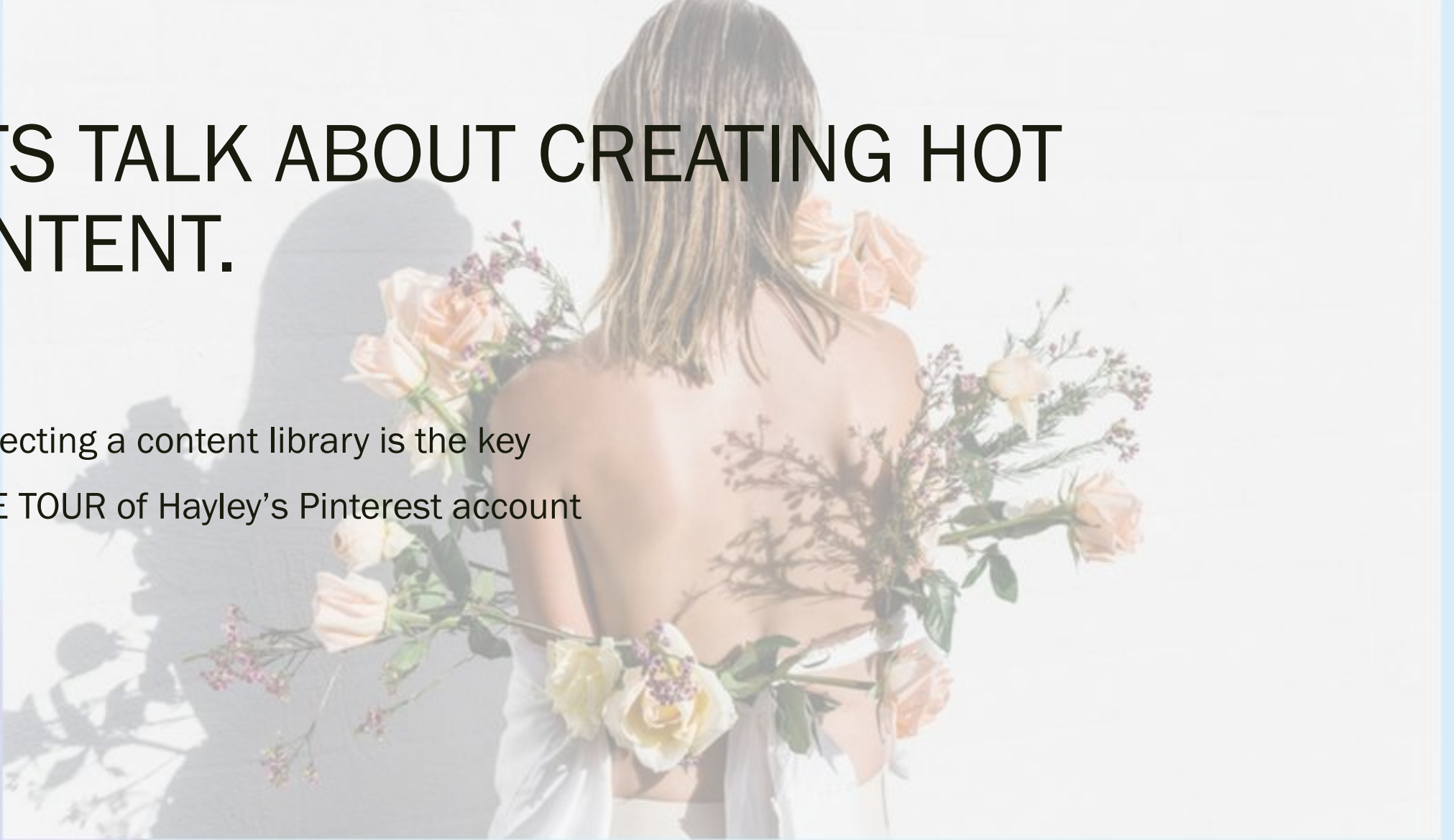
- Why: Brand awareness, geographic positioning, copyright & increased reach
- When EVERY POST. Ideal number of hashtags is 11.
- What hashtags to use. In each post use your “signature” brand hashtag. Include the location of the post and also use the geotagging function.

Watch out for Shadow Banning

- If you repeat the same hashtags in your post – or rarely change/edit them. Instagram will identify your account as a robot or spam algorithm. What they will do is hide the hash tag from the search engine so if someone searches for your hash tag the content won't be shown.

LETS TALK ABOUT CREATING HOT CONTENT.

- Collecting a content library is the key
- LIVE TOUR of Hayley's Pinterest account



Live tour of CANVA

- www.canva.com



Q&A

I
dream
of you
in colors
that don't
exist

