

HOW HAS COVID IMPACTED SOCIAL MEDIA USAGE?



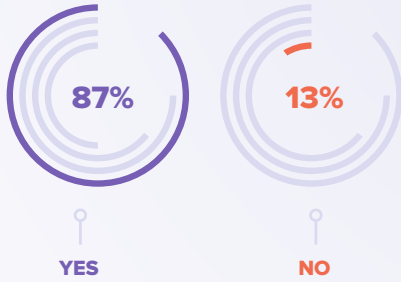
SOCIAL SORTED
socialsorted.net

During the pandemic, many salons, spas and barbershops were unable to deliver wonderful guest experiences in person. They turned to social media to stay connected with their clients, and usage of Facebook and Instagram skyrocketed.

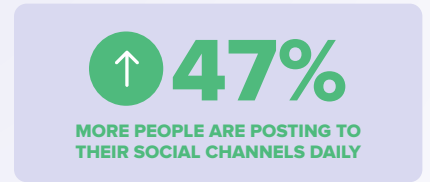
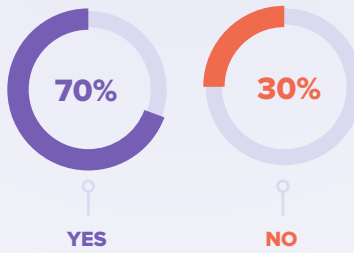
Our community shared interesting insights into what they experienced through COVID and we were blown away by some of the information.

The standout? 74% of you had "no idea how to share physical salon experiences via social media" 🤖 Imagine if that could change...

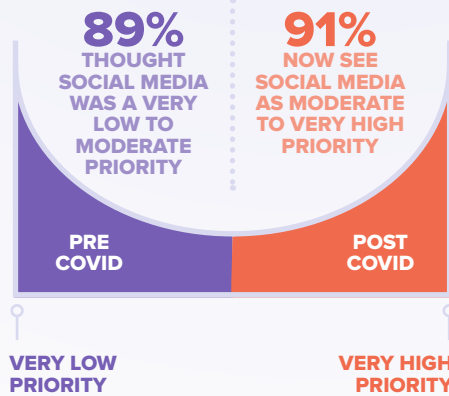
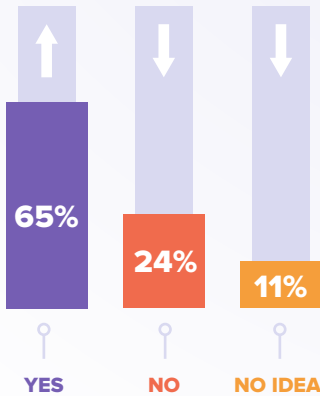
HAVE YOU FOUND SOCIAL MEDIA AN EFFECTIVE FORM OF COMMUNICATION THROUGHOUT COVID?



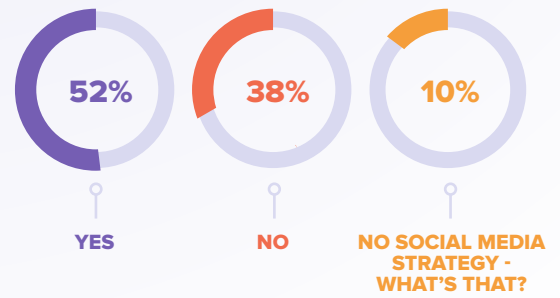
HAVE YOU INCREASED YOUR SOCIAL MEDIA EFFORTS TO STAY CONNECTED WITH YOUR CLIENTS DURING THIS PANDEMIC?



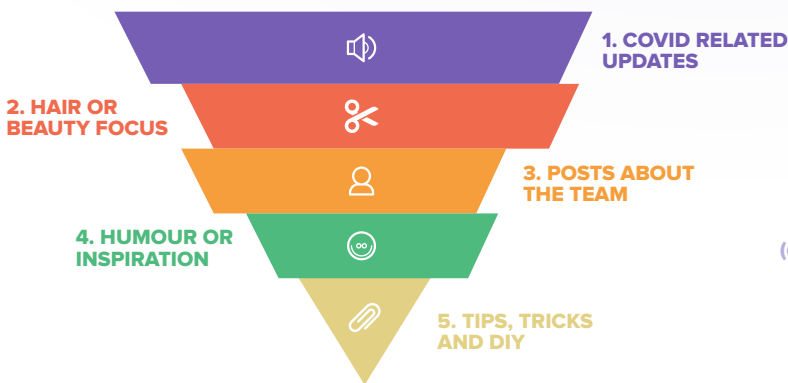
HAS YOUR FOLLOWER COUNT INCREASED SINCE COVID HIT?



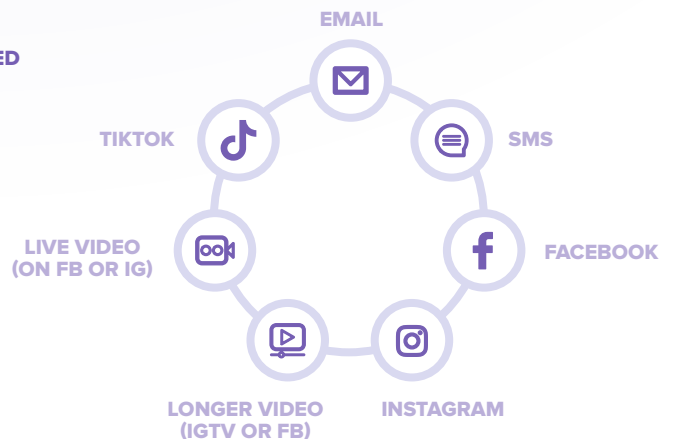
HAVE YOU CHANGED YOUR SOCIAL MEDIA CONTENT STRATEGY COMPARED TO PRE-COVID?



THE TOP 5 TYPES OF CONTENT YOUR AUDIENCE ENGAGED (LIKE, COMMENT, RE-SHARE) WITH DURING COVID...



THESE ARE THE NEW THINGS YOU TESTED TO REACH CUSTOMERS:



WHAT SOCIAL MEDIA WINS DID YOU EXPERIENCE DURING THIS TIME?



JOIN US FOR AN EXCLUSIVE LIVE MASTERCLASS
'CREATING A 5-STAR ONLINE EXPERIENCE TO MIRROR YOUR IN-SALON MAGIC'

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