Social Media
Health Check

Editor's Letter

JOANNA BURGESS

Hi There!

How are you travelling?

I hope you and your family are safe, and that your salon is withstanding the challenges of COVID-19.

In just a few short weeks the world has completely been turned upside down, everything has come to a halt, overnight we've had to adapt to this new norm we find ourselves in.

If you're like most people across the world, you've had to seek out community and connection through digital channels.

Consequently, social media usage has skyrocketed as we all flock to various social platforms to connect.

Which is why it is the perfect opportunity for you to fully embrace social media for your business and seize the day but utilising this critical marketing channel.

Whether you're open or closed, you should consider Instagram as a powerful platform to help you stay in touch and communicate with your clients.

In usual Jo fashion, I thought I'd create a free resource to help you set up your Instagram the right way so you can start growing your online presence and communicating to your clients.

If you've already set up your Instagram don't stress, feel free to skim through this 'Social Refresher' resource to double check you've optimized your Instagram account as best you can.

I hope you find this resource helpful! Remember, we're all in this together and we're always here to help support you.

Stay safe and healthy. Enjoy!!

Jo x

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Social Media
Health Check

Welcome to your Social Media Health Check!

Let's go all the way baaaack to the start. I don't care if you're smitten with social, or you've just started flirting, let's take it back to first base.

In the first activity, let's look at creating your customer avatar. Think of your avatar as the person you want to speak to on social media. By mapping out exactly WHO they are, you'll know how to speak their language and post things they'll engage with!

Aaaand to get the ball rolling, we're gonna show you how to set up your instagram the RIGHT way!

Activity 1: Define a Customer Avatar

Every business has an ideal client they want in their chair. As a savvy business owner, you need to hone in on this specific 'person' and understand their wants, needs and frustrations.

The more you know about your ideal client, the more intimate you can become with them and create content that they'll VIBE with.

Now the fun part - it's time to step into one client's shoes! What will make your salon so irresistible that they'll be banging down the door to get an appointment? Think about that exact moment they go to make a booking with you - what are they feeling at that moment?

> ## "When you're talking to everyone, you're talking to no one."
> — MARIE FORLEO

To get you in the mind of your ideal customer here's some questions to ask yourself:

- What would they want to see?
- What would they think?
- Would they enjoy or resonate with this?
- Are they likely to share this with their friends?

Woohoo!

Let's create your ideal customer avatar!

| NAME | AGE | GENDER |

| LOCATION |

| GUILTY PLEASURES |

| TYPE OF HAIR |

| WHEN ARE THEY MOST LIKELY TO COME INTO THE SALON | WHAT MUSIC DO THEY GROOVE TO |

| OUTLOOK ON LIFE | WHAT DO THEY WATCH ON NETFLIX |

| WHAT ARE THEIR #TRAVEL GOALS | WHAT ARE THEY READING |

| WHERE DO THEY HOLIDAY | WHAT'S THEIR INCOME |

| WORK STATUS | WHERE DO THEY LIVE |

| RELATIONSHIP STATUS | WHAT DOES THEIR IDEAL SALON VISIT LOOK LIKE |

Woohooo!

You've just mapped out your ideal customer. This person is your bread and butter!

Now everytime you create a post, always think what would my ideal customer LOVE! What would get them excited, if you're ever stuck come back to this worksheet to get some ideas!

Activity 2: Kickstart your Instagram account

Content is king, but data is the jewels in your crown. So - let's get flirty with your business data.

Switching your Instagram page from personal to business is a game changer. As a business profile you'll be able to record your post metrics (impressions, likes, reach, hashtag efficiency, discovery, interactions and profile visits).

These metrics are MIGHTY POWERFUL, and will help you decide what content to ditch or date! You'll also be able to boost posts to increase your reach.

DO YOU HAVE YOUR INSTAGRAM SET UP AS A BUSINESS ACCOUNT?

Yes (go to Activity 3)

No (follow steps below)

If not, it's time to flick the switch, and start collecting that data with a Business Account.

GO TO YOUR PROFILE AND TAP

1. Edit Profile
2. Tap Switch to Professional Account
3. Tap Business & Follow the Prompts.

1
Edit Profile

2
Tap Switch to Professional Account
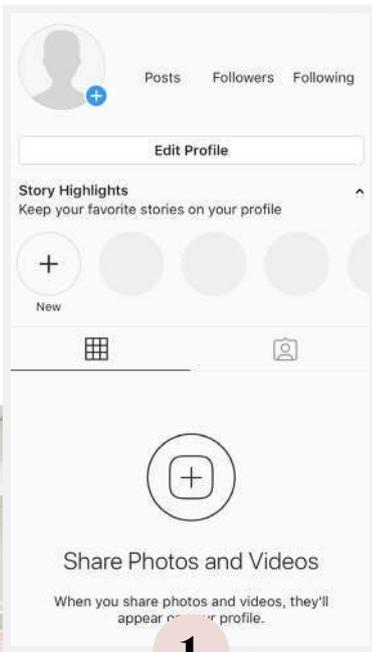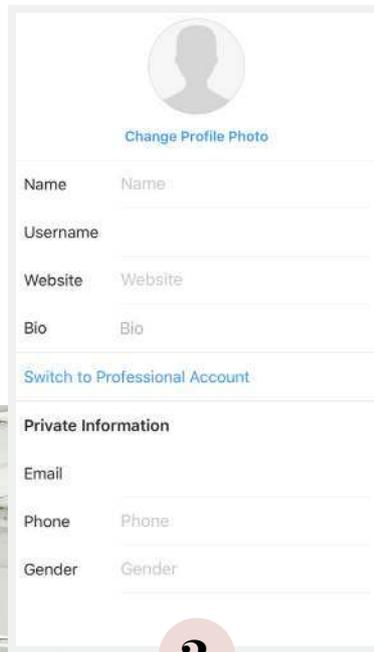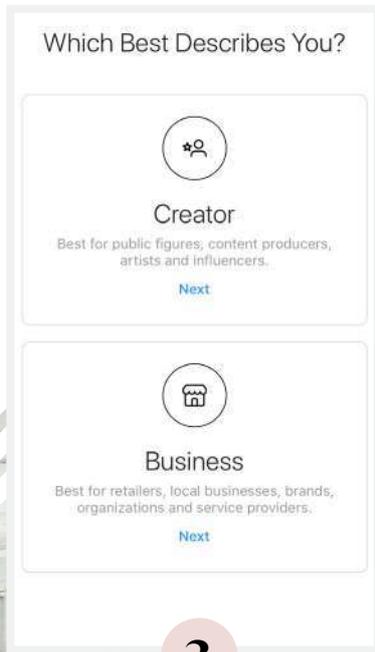
3
Tap Business & Follow the Prompts

Activity 3: Create a bomb Instagram bio

The Instagram bio is your time to shine... Literally, you've got less than a few seconds before your clients are scrolling down to check out those pics. You need a compelling bio to capture the viewer's attention.

Your Instagram bio states what your business is all about, so make it short and snappy. The more succinct the better, so use punchy words to captivate and entice a follow.

Here's a checklist for you to follow:

NAME Your name is separate from your username. Did you know words you include in your name are searchable through Instagram? Include words in your name that potential followers/customers might be searching for (like hairdresser, or your location). This will help you get discovered! E.G. Social Sorted Hairdresser - Brisbane	Is your business name entered as well as your username?	Yes No
CATEGORY Category is displayed just below your name, making it easier for people to know what your industry your business operates in.	Have you selected your category (Hair Salon, Beauty Salon, Healthy/Beauty) for your business?	Yes No
LOGO A profile picture allows you to upload an image that represents your brand. Remember to use your brand's logo as people are more likely to remember this.	Is your profile picture your business logo?	Yes No
BIO In 150 words or less describe your business!	Does your bio summarize who you are and what you do?	Yes No
BOOKING LINK The website field allows you to paste a URL link which will be displayed in your bio. If a user clicks on this link they will be sent to the specified webpage. P.S. If you want to display a multiple links (e.g. website and online booking, try using linktr.ee!	Is your online booking link listed for clients to click and book with ease? If you don't have an online booking system - why not? You are leaving money on the table - add this to your 'important to-do list' today!	Yes No
LOCATION The address field allows you to input your salons address, linking to maps which allows your followers to easily find your location.	Is your salon address visible?	Yes No
EMAIL & PHONE The contact options allow you to enter you email and phone number so customers can easily contact you from the Instagram bio.	Is your business phone number and email visible?	Yes No

Extra tips:

- Lead with your brand promise and a short sentence about your salon
- Add a brand hashtag to your bio for customers to use when they post about you!
- Spice up your bio with some emojis - you can even use them as bullet points or dividers
- Change up your bio to include special promotions when you have them

Activity 4: Get to know yourself

We're going to start with some branding basics, because as they say you can't create something solid without a good foundation. If you don't know who you are, how are you expected to represent yourself online?

"Remember:
Your social media
is your digital
storefront"

YOUR WHY?

WHAT IS YOUR REASON FOR BEING IN BUSINESS? FOR LOVE?
TO WORK FOR YOURSELF? WHAT GOT YOU STARTED IN THE HAIR INDUSTRY?
WHAT GETS YOU BOUNCING OUT OF BED EACH DAY?

WHAT EXCITES YOU ABOUT YOUR SALON?

WHAT ARE YOUR DESIRED SOCIAL MEDIA OUTCOMES?

YOUR CORE VALUES:

Let's look at the heart of your business. Your core values - these are what should drive every action of your business and help guide the way you run your salon. It's also what sets you apart and makes you one in a million. So what are the core values of your business?

▌ SALON NAME

▌ TICK YOUR SALON'S CORE VALUES (CHOOSE YOUR TOP 5):

CORE VALUE	TICK YOUR CORE VALUE	WRITE A SENTENCE TO CONNECT
PROFESSIONAL		
CLIENT FOCUSED		
ETHICAL		
RESPECTFUL		
GENUINE		
VISIONARY		
TEAM FOCUSED		
HONEST		
TRUSTWORTHY		
FRIENDLY		
SUSTAINABILITY		
QUALITY		

YOUR SOCIAL MEDIA VISION:

Your social media vision is a bit different from your business vision - it's your DREAM social media presence.

More than ever people are stalking businesses on social media to get an idea of what you are all about and what you stand for to see if you're a good fit for them. It's important that your digital presence accurately represents your physical presence.

What do you want people to see and feel when they interact with your brand on social media?

WHAT TYPE OF INDUSTRY LEADER ARE YOU?

Champion	Unique	Rebel	Challenger
Visionary	Collaborator	Experimenter	Trendsetter

Eureka! Now that you've mapped out your salon's core values and leadership style, it's time to pull everything together and write your social media vision - your vision is the end goal of your online presence, the results you want to achieve from your social media.

Now it's time to write your social media vision - your vision is the end goal, the result you want to achieve.

Example: Our vision is to be a leader in the hair industry, creating unique content that will inspire and engage our close knit community.

NOW IN ONE SENTENCE WRITE YOUR SOCIAL MEDIA VISION:

YOUR SOCIAL MEDIA MISSION STATEMENT:

What's your mission:

Your mission is how you're going to use social media to achieve your vision and reach your goals. This will be more around the actions you'll take.

Example: Our social media mission is to post engaging captions with inspirational photos every day to encourage our audience to interact, comment, share and follow.

IN ONE SENTENCE, WRITE YOUR SOCIAL MEDIA MISSION:

YOUR KEY MESSAGES:

You know those ooey-gooey one liners that sums up your business? This is what we call key messaging. These messages should underpin and guide your social media content. You want to thread these key messages throughout all your social media content so that your audience has a strong and consistent sense of who you are.

What's some one liners that encapsulate your brand message. Ours is "social, sorted!"

WHAT ARE YOUR KEY MESSAGES?

1.

2.

3.

Examples:
- To do amazing hair.
- Make our guests look and feel fabulous.
- Deliver a 5-star experience.
- Create long-lasting relationships.
- Showcase our industry knowledge and wow our clients time after time.

YOUR BRAND PERSONALITY:

Like humans, each brand has a unique personality. Personality dictates how you do things, how you talk to your clients, and how you will write your content.

Tip: Your brand's personality can be conveyed through the tone of voice in your captions. For example, if you're a trendy business, you could talk like millennials, using words like 'lit' and 'fomo'.

❚ TICK SOME OF THE WORDS THAT BEST DESCRIBE YOUR BUSINESS PERSONALITY:

Fun	Quirky	Modern	Cheeky
Loving	Cool	Family orientated	Edgy
Glamorous	Upper Class	Masculine	Western
Exciting	Daring	Down to earth	Rugged
Cheerful	Confident	Leader	Exciting
Western	Alternative	Small town	Wholesome
Charming	Corporate	Friendly	Young

"Beauty attracts the eyes, but personality captures the heart"

Congratulations!

You've just completed your Social Media Health Check!

Stay safe and healthy!

Jo x

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