



DIGITAL PRESENCE



CONTENTS

IMPORTANT SOCIAL BASICS

- **Content Calendar-** Planning your feed content in advance saves time and stops rushed content
- **Hashtags-** Leveraging relevant hashtags in captions and first comments to reach new audiences
- **Posting Consistently-** Showing up and building trust with your audience by engaging with them daily, especially on stories
- **Mix of Content-** Having a variety of video and photo content which talks to a few different themes and utilizes the platform's different tools: feed post, stories, reels, and when relevant, IGTV.

BRANDING

- **Listen to Your Audience-** Add value to conversations already happening
- **Create Quality Content-** Help solve your audience's challenges, interests, and desires
- **Be Intentional-** Don't just share content you stumble across. It needs to be on-brand and add value for your audience
- **Share Impact-** Share how you're making people's lives better. Take a stand on issues which align with your audience's beliefs

STORIES AND REELS

- Authentic Communication
- Focus on People
- Highlights

VIDEO

- **76% Increased Sales-** 76% of businesses say video has increased sales and 86% say it has increased time users spend on their websites
- **81% Convinced-** 81% convinced of product or service by watching a brand's video
- **Instagram Stories-** Short snackable content. Think short attention span
- **Reels-** Similar to stories, short and snappy, but should tell a narrative or have a more direct purpose/point to emphasize.
- **IG Live-** Where you can directly interact in real time with your audience, with the option to archive the session as a feed post for IGTV.
- **IGTV-** More like a sit-down meal. You can do more in-depth, longform video where you can really get into your process, your stories, and education



DIGITAL CHECKLIST



DIGITAL CHECKLIST FOR SALONS



- ☐ Has active social media accounts
- ☐ Clear brand voice across channels
- ☐ Posts consistently (every day preferred!)
- ☐ Consistent visual identity across channels
- ☐ High photo/video quality
- ☐ Has a social media bio
- ☐ Uses Instagram Stories
- ☐ Creates custom Instagram highlights
- ☐ Engages with followers/comments on social
- ☐ Shares UGC on social
- ☐ Set up a Google My Business account
- ☐ Website is easy to navigate
- ☐ Website has online booking
- ☐ Manages Yelp account replies
- ☐ Has a strong Yelp review rating