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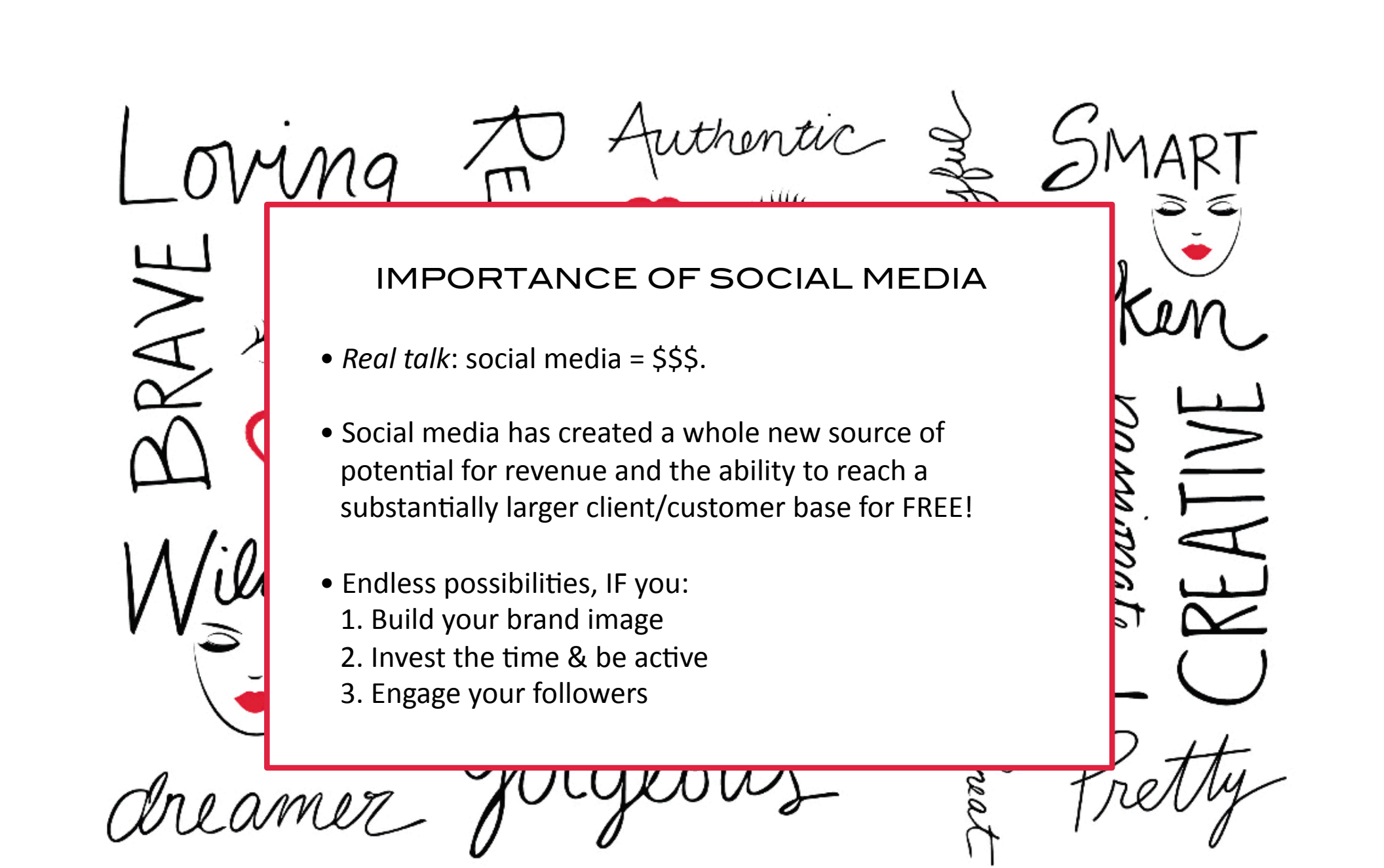
BUILDING YOUR BRAND ON SOCIAL MEDIA

A complete guide to increasing engagement and sales



IMPORTANCE OF SOCIAL MEDIA

- *Real talk*: social media = $$$.
- Social media has created a whole new source of potential for revenue and the ability to reach a substantially larger client/customer base for FREE!
- Endless possibilities, IF you:
  1. Build your brand image
  2. Invest the time & be active
  3. Engage your followers

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BUILDING YOUR BRAND

- How are you going to be different? Stand out from the crowd.

- What you put on the internet/social media is how client/customers develop a perception of you.
  "Your vibe attracts your tribe."
  Ex: If you want to heavily target bridal clients, your social media should reflect a predominately bridal-oriented content.

CREATING A BRAND IMAGE

- All social media accounts should convey your desired aesthetic in order to build a consistent brand image that clients and customers easily recognize.

PRO TIP:

Create a Pinterest brand board that reflects the desired aesthetic you are trying to achieve. Pin inspiration from fellow brands, businesses, or accounts that you feel well reflect your business image.

Ask yourself why you pinned each image? What stands out to you? Note any key color schemes or repetitive image styling on your board and use these as inspiration when creating your own content.

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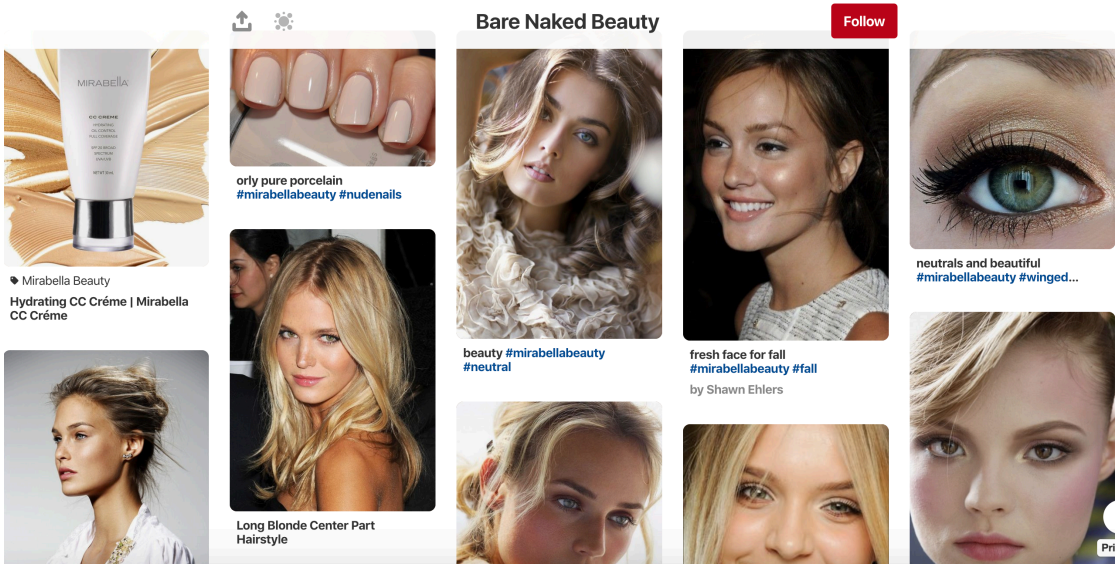
EXAMPLE OF BRAND BOARD



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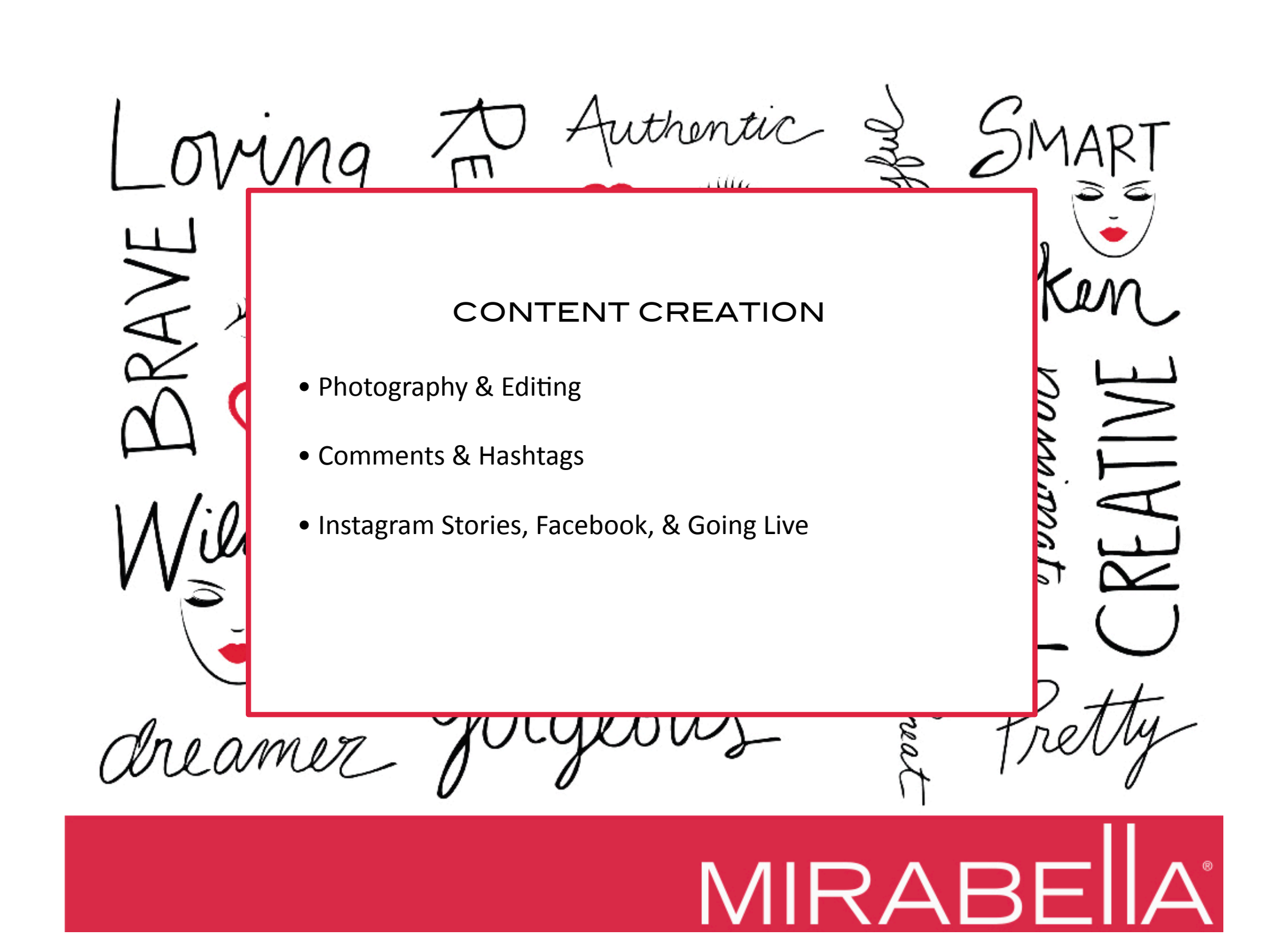

CONTENT CREATION

- Photography & Editing
- Comments & Hashtags
- Instagram Stories, Facebook, & Going Live

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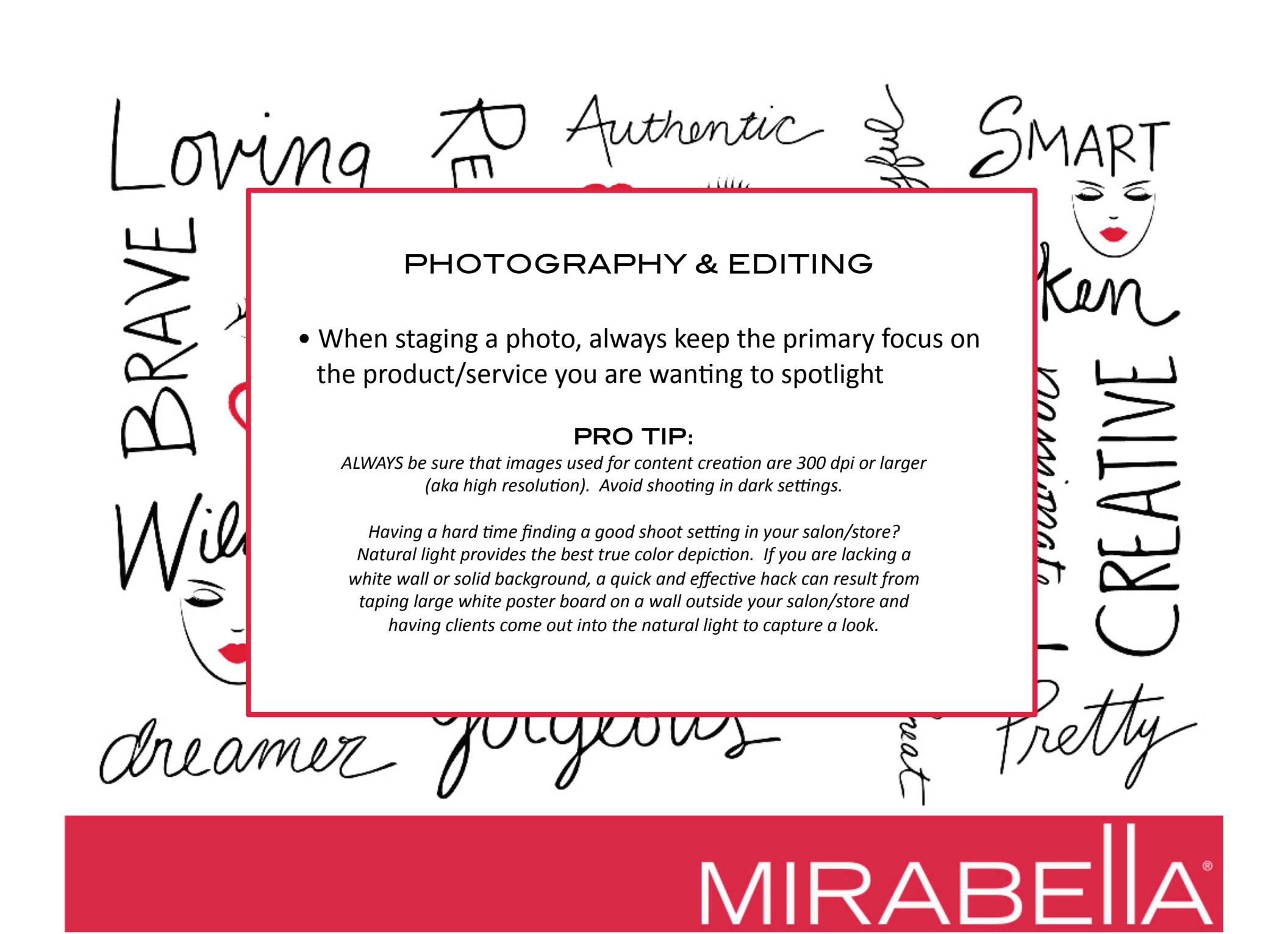

PHOTOGRAPHY & EDITING

- When staging a photo, always keep the primary focus on the product/service you are wanting to spotlight

PRO TIP:

ALWAYS be sure that images used for content creation are 300 dpi or larger (aka high resolution). Avoid shooting in dark settings.

Having a hard time finding a good shoot setting in your salon/store? Natural light provides the best true color depiction. If you are lacking a white wall or solid background, a quick and effective hack can result from taping large white poster board on a wall outside your salon/store and having clients come out into the natural light to capture a look.

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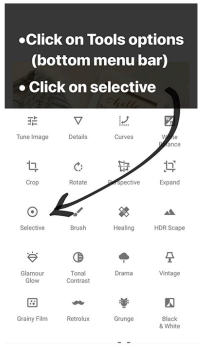
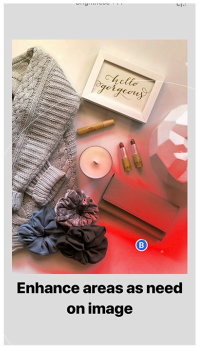
STEP BY STEP EDITING





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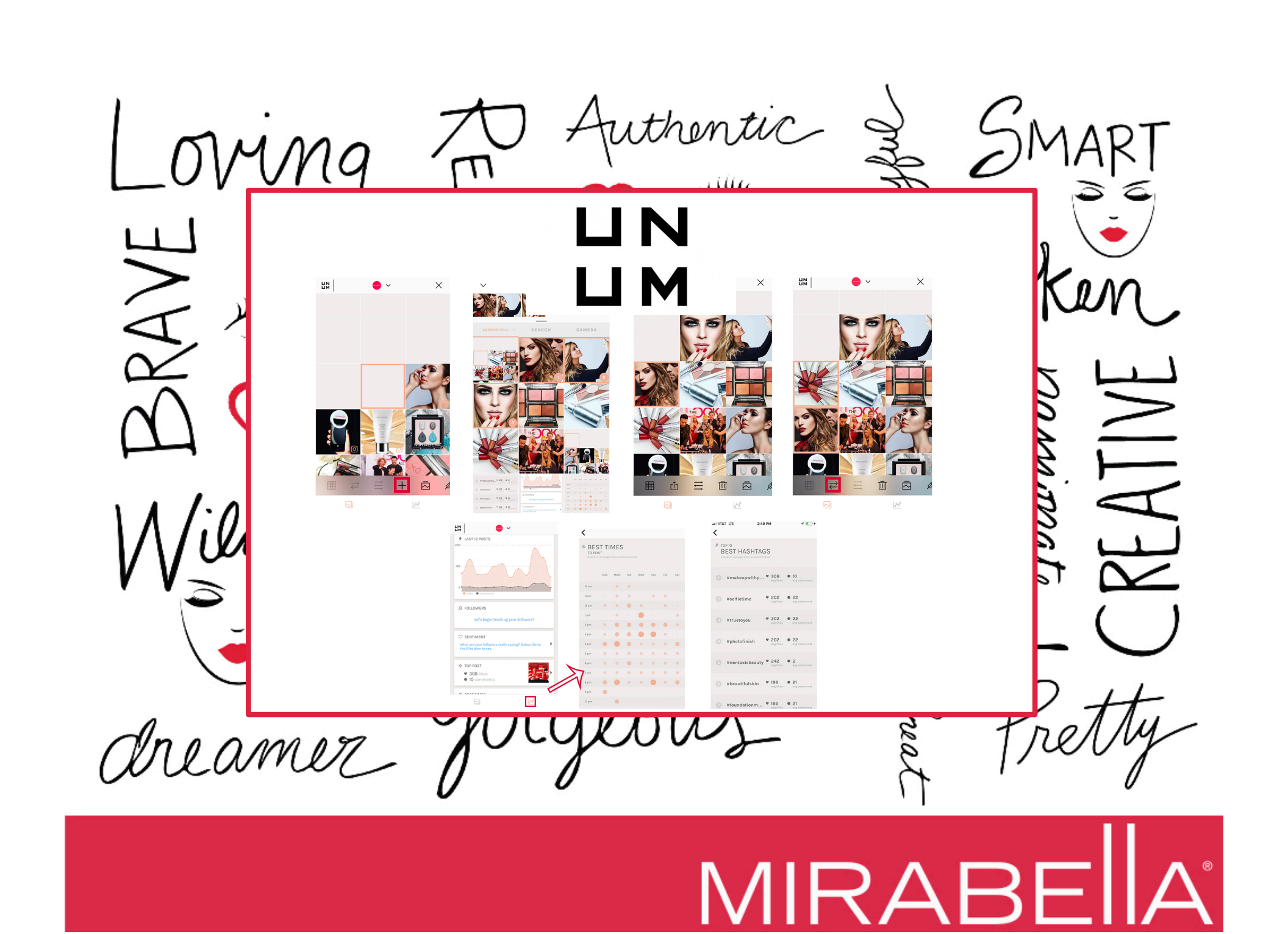
Loving
Authentic
SMART
BRAVE
CREATIVE
dreamer
gorgeous
Pretty
UNUM
CAMERA ROLL
SEARCH
CAMERA
LAST 12 POSTS
FOLLOWERS
SENTIMENT
TOP POST
BEST TIMES
TO POST
TOP 10
BEST HASHTAGS
#makeupwithp...
#selfietime
#truetoyou
#photofinish
#nontoxicbeauty
#beautifulskin
#foundationm...
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CAPTIONS AKA COMMENTS

- Make sure that your image caption (Instagram refers to this as a comment) is equally as attention-grabbing as your image. Each caption needs to be a minimum of 5 words, not including emojis, to be viewed as 'authentic' by Instagram

- Your caption should tell the story behind the image and get viewers engaged via comments, likes, or even new followers.

PRO TIP:

Need great ways to catch viewers' eyes with innovative captions? Ask them a question with the suggestion to comment underneath! This is a great way to obtain feedback. Or, keep it short and sweet with a witty play on words that sparks viewer's interest to shop a product. Informing viewers about a product's benefits is another great way to drive sales.

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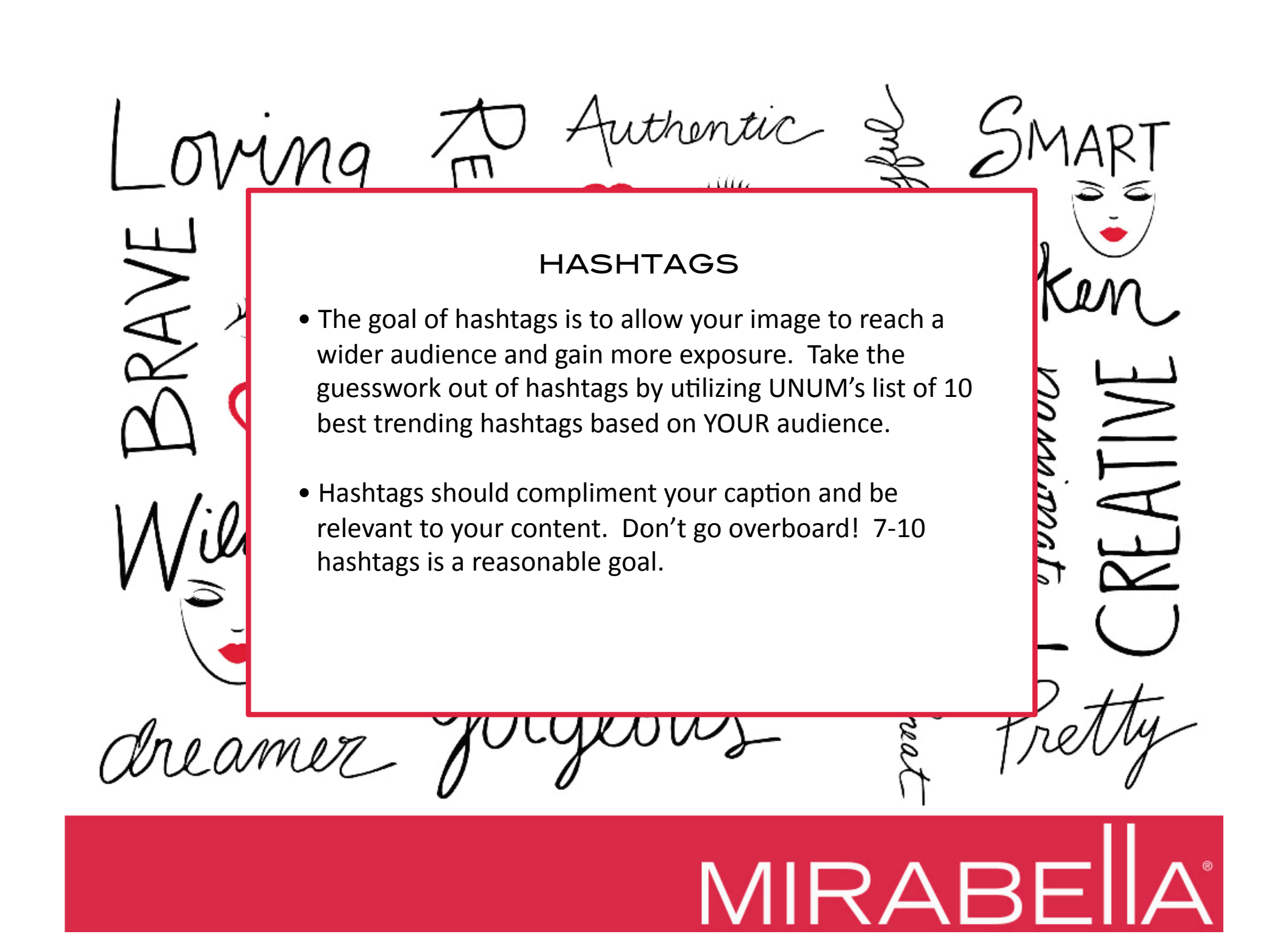

HASHTAGS

- The goal of hashtags is to allow your image to reach a wider audience and gain more exposure. Take the guesswork out of hashtags by utilizing UNUM's list of 10 best trending hashtags based on YOUR audience.

- Hashtags should compliment your caption and be relevant to your content. Don't go overboard! 7-10 hashtags is a reasonable goal.

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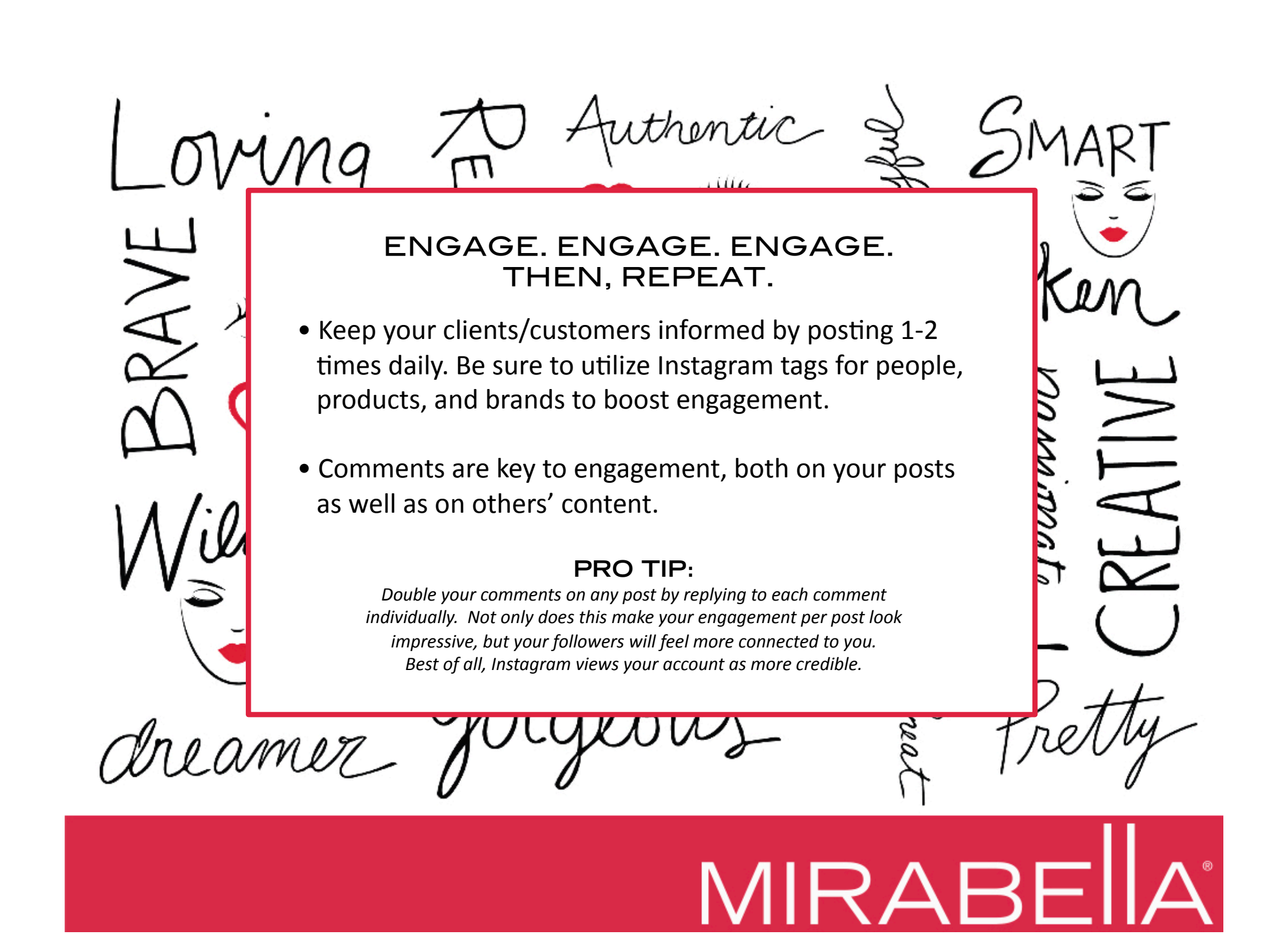

ENGAGE. ENGAGE. ENGAGE. THEN, REPEAT.

- Keep your clients/customers informed by posting 1-2 times daily. Be sure to utilize Instagram tags for people, products, and brands to boost engagement.

- Comments are key to engagement, both on your posts as well as on others' content.

PRO TIP:

Double your comments on any post by replying to each comment individually. Not only does this make your engagement per post look impressive, but your followers will feel more connected to you. Best of all, Instagram views your account as more credible.

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GO LIVE!

- Going live on Instagram/Facebook not only boosts your credibility with the platforms but also gives followers a chance to feel more connected to you by seeing content in real time.

- Make sure to post/promote the date and time for your Facebook/Instagram Live. We recommend 24 hours in advance. GET EXCITED! If you are enthusiastic about it, your followers will be too!

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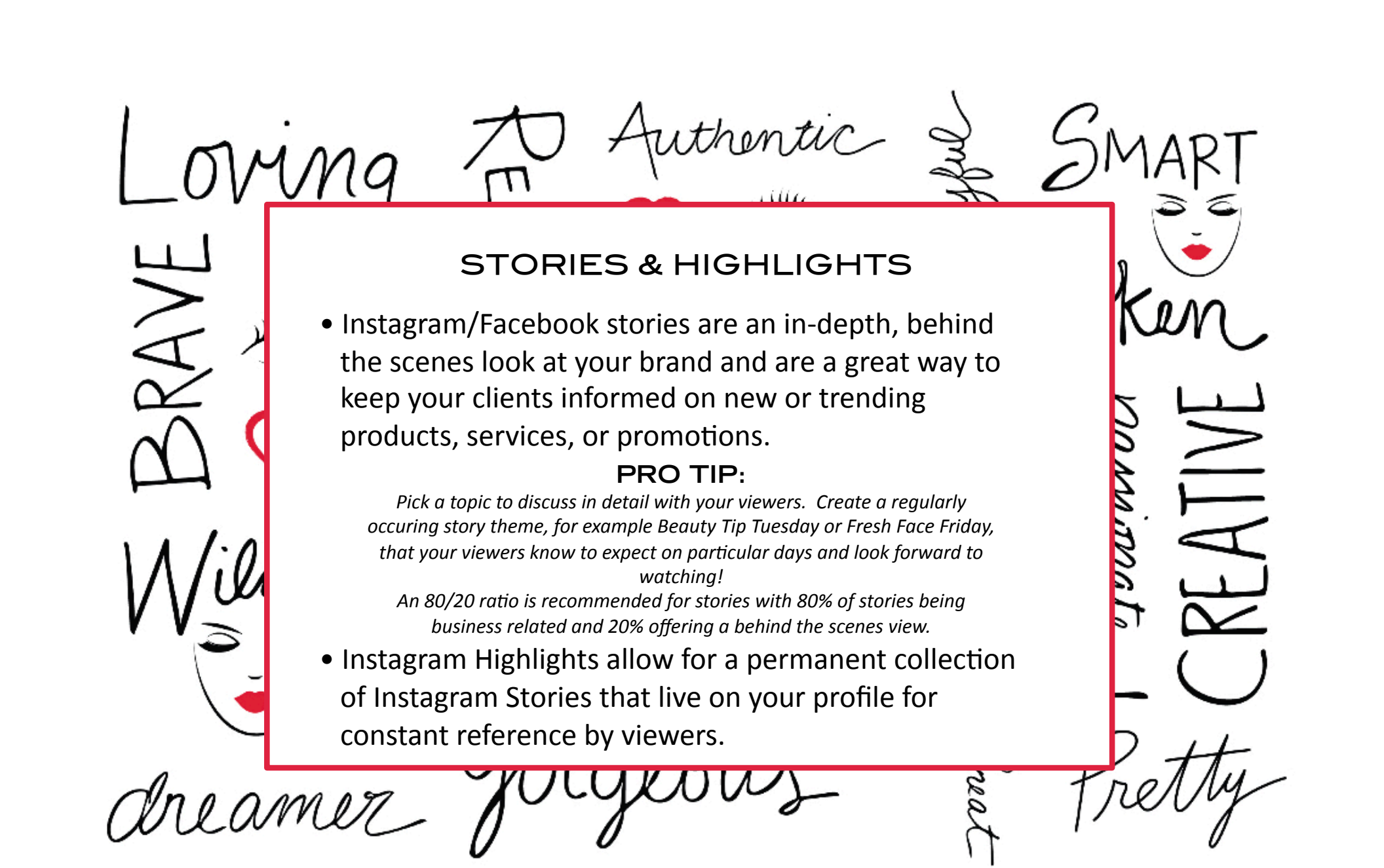

STORIES & HIGHLIGHTS

- Instagram/Facebook stories are an in-depth, behind the scenes look at your brand and are a great way to keep your clients informed on new or trending products, services, or promotions.

PRO TIP:

Pick a topic to discuss in detail with your viewers. Create a regularly occuring story theme, for example Beauty Tip Tuesday or Fresh Face Friday, that your viewers know to expect on particular days and look forward to watching!

An 80/20 ratio is recommended for stories with 80% of stories being business related and 20% offering a behind the scenes view.

- Instagram Highlights allow for a permanent collection of Instagram Stories that live on your profile for constant reference by viewers.

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