

A SOCIAL MEDIA ROAD MAP

CYNTHIA BAKER, CEO SAGA HAUS

TRY THESE EXERCISES TO ARRIVE AT YOUR SOCIAL MEDIA DESTINATION!

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4 SOCIAL SUCCESS TIPS EVERY HAIRSTYLIST SHOULD KNOW:

1 IDENTIFY YOUR SOCIAL PURPOSE

- Dive deep on why you are committing time to social media, what's your purpose and ultimately, you'll discover the reward
- Decide if you want to create a business or personal account. What's more important to you? Being able to analyze your business or stay under the radar and grow in followers?

NOTES:

2 PRE-GAME PLAN FOR THE WIN

- Find your voice and tone of your page to connect with your like-minded audience
- Create a theme calendar to help guide you along the way. Use our calendar template to help get you jump started!
- Include your "quick" content tips to your new calendar

NOTES:

Joiful Tip: Visit Joico's FREE Education on Demand here www.joico.com/education-on-demand/social-live-unplugged-education/social-media-power-3-key-secrets-to-salon-success for more social learnings by SAGA Haus!

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4 SOCIAL SUCCESS TIPS EVERY HAIRSTYLIST SHOULD KNOW:

3 POSTING PRINCIPLES

- Create meaningful and educational captions to capture and retain your audience.
- Use hashtags to translate into additional likes, comments and follows!

NOTES:

4 PARTICIPATE BY ENGAGING IN THE NEW ERA OF SOCIAL MEDIA

- Joi-n in on the social conversation with your audience in a positive and joyful way.
- Create two-way dialog with new and potential clients.
- Use all channels to engage with your audience which include, Direct & Private Messages, post comments and community hashtags.

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