

Fix Up Look Sharp - Social Media 1/2

Fix Up Look Sharp is a bespoke not for profit mens styling service that gives often disadvantaged men an opportunity to be kitted out in a brand new outfit suitable for a job interview or major life event.

Social Media Audit.

Through talking with Jane she has indicated she would rather spend time on the more important aspects of running her business. Social proof is important, especially for the funding bodies that make the running of the business possible. Social is also useful for collection drives and sourcing new stock. It also serves as a portal of before and after shots of the client.

Pros

- Lots of mana from the charitable nature of the business
- Huge buy-in from friends and family
- Followers count relatively healthy
- Good content base of client before/after shots
- Fun, entertaining men's contemporary fashion inspiration posts
- Short concise captioning and copywriting

Cons

- Content not consistent
- No colour palette
- Poorly framed text and logo posts
- Photography could be better
- Under utilising carousel, video, reels
- Not utilising location tagging
- No longer client journey posts
- Not enough #hashtag diversity

Design Improvements

- Create a consistent reusable graphic text style for text based posts
- Better framing of logo posts - try to incorporate 'FULS' vibe.
- Improve before and after shots - recommend plain background (switch to carousel)
- Improve and utilise brand colour palette.

Fix Up Look Sharp - Social Media 2/2

Content Ideas

Shoe guide - difference and appropriate use (derby, loafer, oxford etc)
Belt guide - focus on buckle, clip style, materials - leather / vegan
Suit guide - double breasted, single breasted - colours
Hair Products
Fragrance
General Styling tips
What to wear after you get the job
3/6/12 month check in with successful clients (video if possible) (long text posts)
Beard grooming and styles
Glasses / Sunglasses
Mens Jewellery
Sneaker / Casual shoe guide
Best dressed men (current and historical)
Holidays import dates
Inspiring men (thinkers, doers, historical, men of color, current)

Inspiration

Mens styling blogs and guides ala Mr Porter, Esquire, GQ
Pinterest
Pexels
Unsplash
Runway

Other Recommendations

Utilise carousel for before and after shots (keeps people user on page longer)
Use location tagging on all posts (client location for before/after shots)
Balance account growth with hitting target market
Consider paid advertising campaigns when/if appropriate
Improve #hashtag pool

Partnership - to leverage their followers

Partnership with a mens hairdressing salon (discount voucher?)
Fragrance brands
Hair Styling products
Clothing brands