



*Social Media Guide*

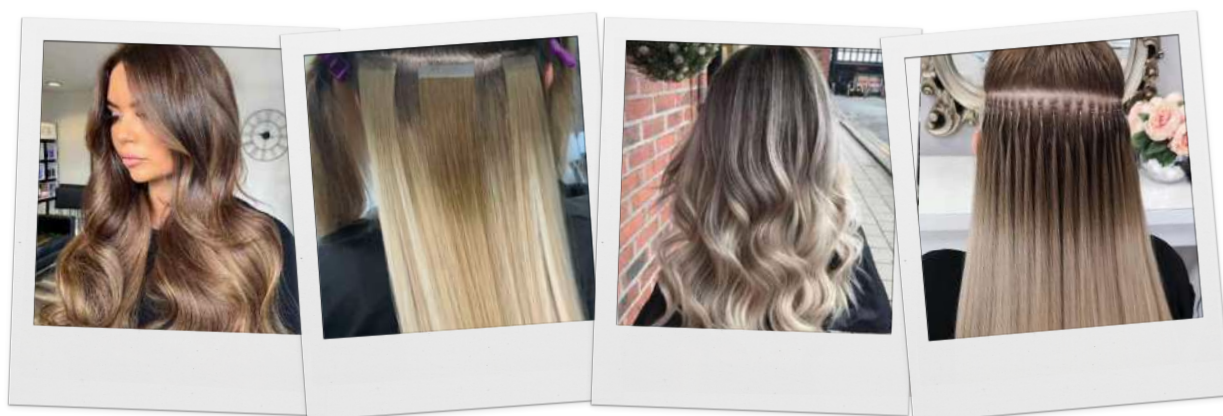


# Social Media Guide



## Our top tips for the perfect pic...

- Make sure all of your images are the highest quality as possible. Lighting is very important to show off the colours and tones within the extensions. Why not invest in a ring light? Shoot defined waves/curls with no visible flyaways. Please also take into consideration the background, no one wants to see your half eaten lunch on the side! ;)
- We prefer images & videos with no borders or frames and watermarks must be discreet.
- Video content creates a higher engagement rate and can be as long as 60 seconds on Instagram. Favourites include application demonstrations, before & after transformations, hair brushing and hair flips.
- Tag @beauty\_worksonline in the picture and in the caption, hashtagging #BeautyWorks #BWGlowUps. Reposts will show on our stories every thursday, so check out if you've been featured. The hashtag #beautyworks has been used over 346,500 times and growing. Please note we only promote accounts that are dedicated to the Beauty Works brand.
- To get reposted, you will need to have a professional Instagram page dedicated to your business, unfortunately we won't be able to repost personal pages.
- Include the extension method used, length & shades in the caption so that we can include this in our caption when we repost.
- Hair styling is also important for the finished shot. Make sure any strays are tidied up. If a Beauty Works Styler is used please include this in your caption.
- Encourage your clients to take selfies and tag #BeautyWorks.



## Top hashtags to use

#BeautyWorks #BWGlowUps #Hair #BeautyWorksHairExtensions #HairInspiration #HairExtensions  
#HairExtensions #Extensions #HairStylist #HairOfInstagram #HairOfTheDay  
#HairIdeas #HairGoals #HairVideos #HairArtistry

BeautyWorksOnline

@beauty\_works

@beautyworksprofessional

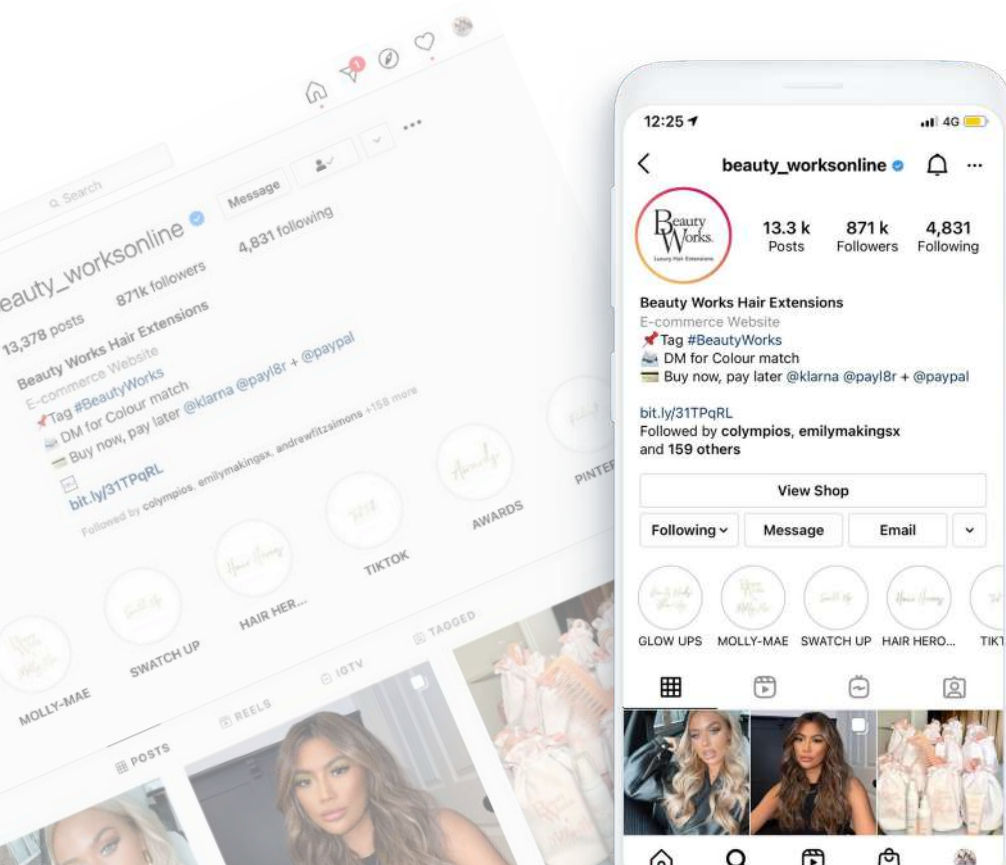


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## About Your Feed

- Make your bio informative
- Add Your location/contact number
- Include how to book
- Add "offering Beauty works extensions" and which methods you offer.
- Keep your posting schedule consistent and we would recommend posting at least once a day! Every post is an opportunity to attract new followers.
- Use geotags (tag your location)
- Don't forget to hashtag #beautyworks, having at least one "hashtag" will get you 12.6% more engagement
- Instagram posts with a face get 38% more likes, mix up your feed!



BeautyWorksOnline

@beauty\_works

@beautyworksprofessional

