



Social Media/Marketing Best Practices

Most importantly, remain positive in your posts. Avoid sarcasm and joking. Remember that we are all in this together and are affected differently based on size of business, location, age of business, etc. We must all make decisions based on our own circumstances.

Be concise and authentic in your messages to your followers. Avoid any messages that cause clients to feel shame for canceling their appointment.

Continue to post regularly to maintain your brand.

Share what you're doing during time out of the salon/shop, clients enjoy knowing that you are practicing your skills or educating yourself.

Post promotions for your clients to take advantage of once you reopen.

Refrain from sharing media or news related statistics. Leave this to the proper channels to share.