

THE ESSENTIAL
GUIDE
TO SOCIAL MEDIA

———— **VOLUME 1** ————

As a salon owner, you have a lot on your plate and marketing your business, though important, is often the least fun part of the job. With this guide, you'll see how easy and rewarding it can be to use Social Media to promote your salon and how to make the most of the materials from your favorite Wella brands.



starter kit

Getting Started on Social Media

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Update your salon pages with the look & feel of your favorite Wella brands.

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- Tips & Tricks for Using Facebook, Twitter, Pinterest and Instagram to Drive your Business
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media kit

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starter kit

We all know a thing or two about Social Media – after all, it’s an integral part of our daily lives. But when it comes to promoting your business, are you comfortable jumping from one platform to another? Are the differences clear between each tool? With these quick and easy steps, you’ll be up and running in no time to promote your salon on Facebook, Twitter, Pinterest and Instagram. **Already familiar with the basics? Jump right to the next section!**



WHAT IS FACEBOOK?

The leading social media platform where users can post, comment and share a variety of content.

WHY USE IT?



9/10
FACEBOOK USERS
CONNECT EVERY DAY

That means it’s key to attracting clients and marketing your business! Share your expertise and exclusive offers to drive interest.

HOW TO USE IT?

1. Head to: <https://www.facebook.com/pages/create.php>
2. Choose “local business or place” among the six options
3. Choose the category “spas/beauty/personal care” and fill in your salon’s name and address
4. Complete basic information and upload a profile picture (your salon logo)
5. Start filling the page with your content. Include practical information like opening/closing hours and a brief history of your salon in the About Me section
6. Do not forget to like our brands on Facebook!

WHAT IS TWITTER?

Twitter is an information network made up of 140 character messages called Tweets. It’s an easy way to discover the latest news related to subjects you care about.



WHY USE IT?

FROM FASHION TO BEAUTY, A LOT IS BEING SAID IN ONLY 140 CHARACTERS.

Interact directly with your customers and let your talent speak for you through photos!

HOW TO USE IT?

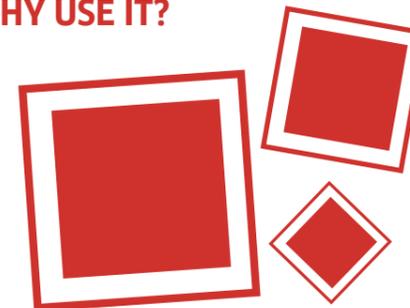
1. Connect to www.twitter.com to create an account
2. Fill in your basic information directly on the homepage (full name, email address and password) then click ‘Register’
3. Select a username (eg. @Gloss_Salon) to complete your registration
4. Upload a profile picture (salon logo) and custom background
5. Send your first tweet and follow @WellaPro, @SebastianPro, @SPSystemPro, @NioxinProducts and @LondaProfessional!



WHAT IS PINTEREST?

A virtual pinboard where you can share your favorite images and visual inspirations in the form of “pins”.

WHY USE IT?



TO SHARE INSPIRATION AND BROADEN YOUR FOLLOWING!

HOW TO USE IT?

1. Create an account on www.pinterest.com with either your Facebook or Twitter accounts or register with your email address
2. Upload your salon’s logo
3. Follow WellaPro and start pinning! Simple as that.

WHAT IS INSTAGRAM?

A social photo/video sharing platform that allows users to apply filters for a more artistic, special final result.

WHY USE IT?

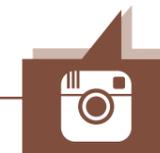
OVER 100 MILLION USERS
WORLDWIDE



The platform is the perfect space to reach a wider audience, feature your clients and reward followers/clients with promos!

HOW TO USE IT?

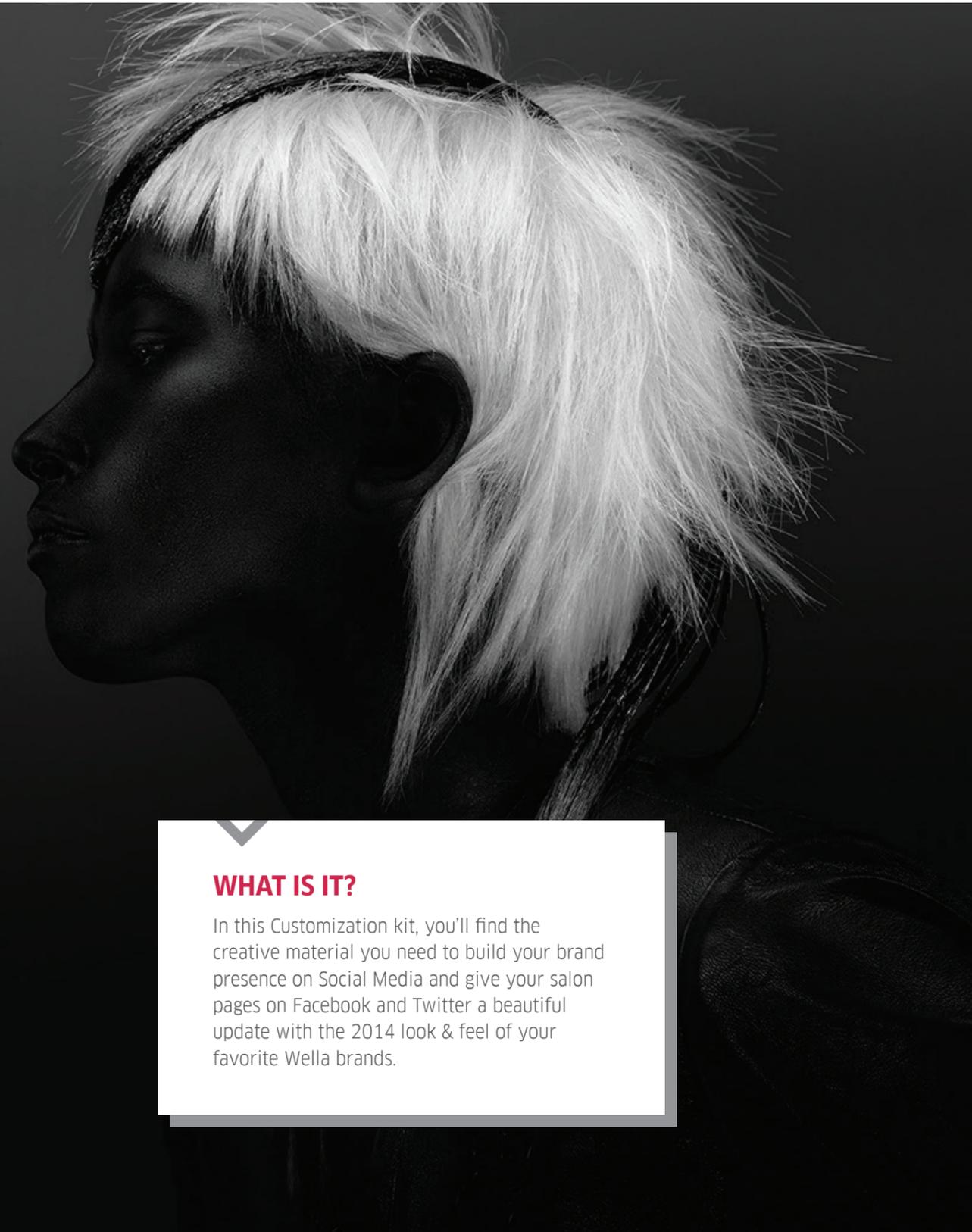
1. Download the Instagram app to your smartphone (available for Android or iPhone)
2. Click on the ‘Register’ button on the homepage
3. Fill in your profile with a picture
4. Upload a profile picture (salon logo) and custom background
5. Snap your first photo and follow @WellaHair, @SPSystemProfessional, @SebastianPro_Official!



Which platform is right for your business?

That’s for you to choose! Since Facebook remains the #1 most widely used Social Media tool, it’s one of the first places a potential client will search for your salon presence. We recommend you get started on Facebook and evolve your Social Media output from there and as time/budget allows.

visual kit



WHAT IS IT?

In this Customization kit, you'll find the creative material you need to build your brand presence on Social Media and give your salon pages on Facebook and Twitter a beautiful update with the 2014 look & feel of your favorite Wella brands.



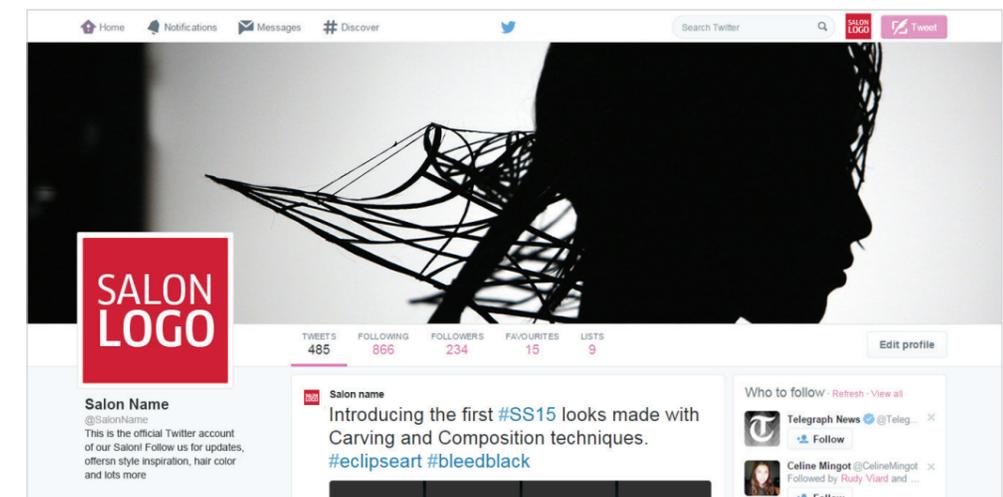
HOW TO USE IT?

When using this material, be sure to keep your salon logo as the default profile picture on all Social Media platforms.

THE SEBASTIAN PROFESSIONAL VISUAL KIT



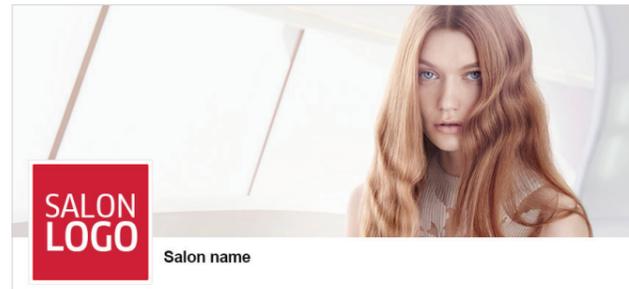
Cover picture(s) for Facebook (to be updated 1x/month)



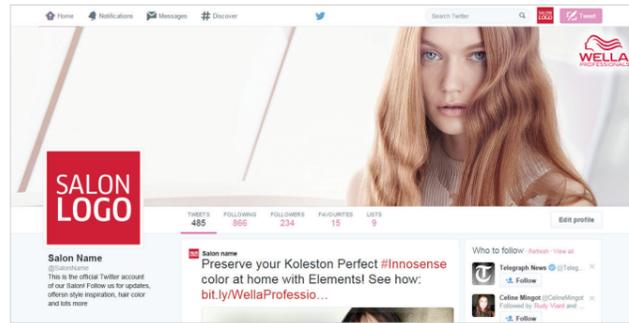
Skin(s) for Twitter (to be updated 1x/2-4 months)

➤ Download THE VISUAL & CONTENT KIT on socialmediaguide.wella.com

THE WELLA PROFESSIONALS VISUAL KIT



Wella cover picture(s) for Facebook (to be updated 1x/month)



Wella skin(s) for Twitter (to be updated 1x/2-4 months)

➤ Download THE VISUAL & CONTENT KIT on socialmediaguide.wella.com

THE NIOXIN VISUAL KIT



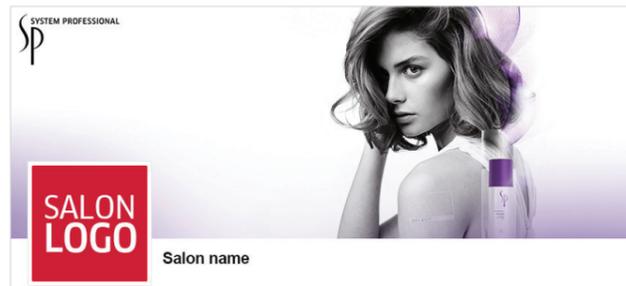
Nioxin cover picture(s) for Facebook (to be updated 1x/month)



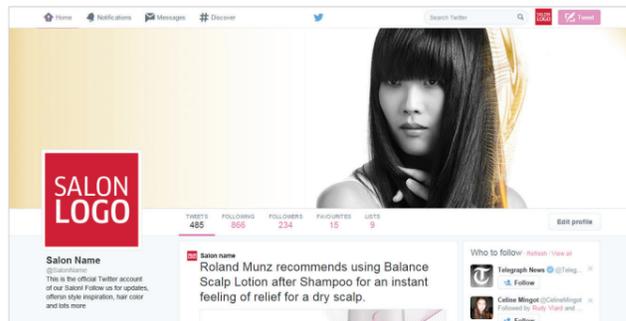
Nioxin skin(s) for Twitter (to be updated 1x/2-4 months)

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THE SYSTEM PROFESSIONAL VISUAL KIT



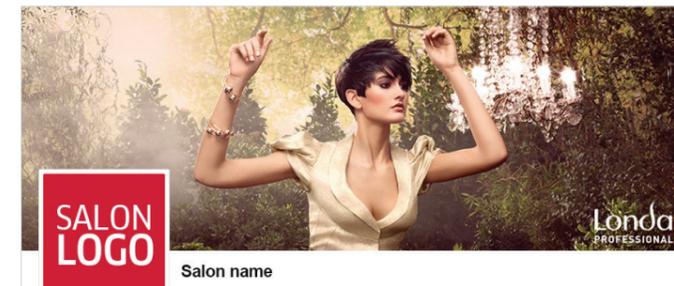
System Professional cover picture(s) for Facebook (to be updated 1x/month)



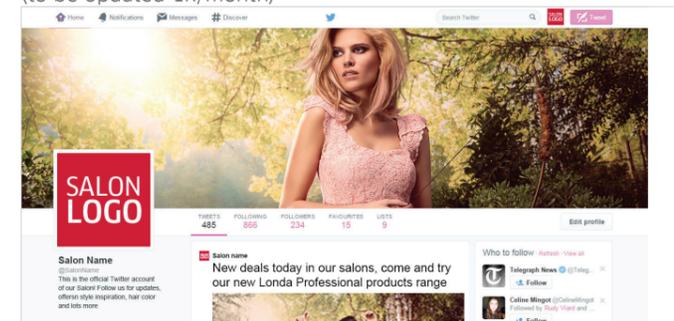
System Professional skin(s) for Twitter (to be updated 1x/2-4 months)

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THE LONDA PROFESSIONAL VISUAL KIT



Londa Professional cover picture(s) for Facebook (to be updated 1x/month)



System Professional skin(s) for Twitter (to be updated 1x/2-4 months)

➤ Download THE VISUAL & CONTENT KIT on socialmediaguide.wella.com

content kit



WHAT IS IT?

You've set up your platforms, now it is time to bring them to life.

Statistics show that updates with visuals are 7x more engaging to fans and clients but this can be costly. In this section, we've provided a wide selection of images that you can use to inspire and engage your audience with content from your favorite Wella brands.



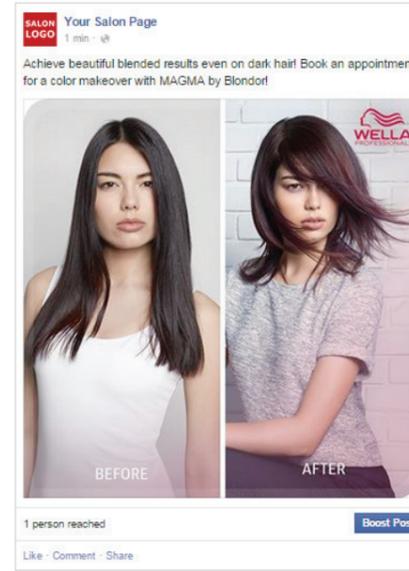
HOW TO USE IT?

Statistics show that posting 3-4 times a week draws the best engagement, however you should determine the final number of updates based on your individual objectives, ability to maintain a steady stream of communication, and on your salon's news and promotions. The best rule of thumb is to test and learn: if you notice that interaction and engagement are dropping, focus your attention on posting when you have fresh and exciting new content.

Upload videos directly to Facebook (vs. a YouTube link) for maximum engagement.

And remember: your Social Media presence is an extension of your brand and salon so stay true to your values, style and individual voice.

THE WELLA PROFESSIONALS CONTENT KIT



Visuals & videos to support status updates on Facebook or to be shared on Twitter

➤ Download THE VISUAL & CONTENT KIT on socialmediaguide.wella.com

THE SEBASTIAN PROFESSIONAL CONTENT KIT

SALON LOGO Your Salon Page
2 seconds ago · 📍

Sebastian Global Art Directors Michael Polinelli and Shay Dempsey are an every day source of inspiration



Boost Post

Like · Comment · Share

SALON LOGO Your Salon Page
a few seconds ago · 📍

Never settle for less than the best! Sebastian Professional's Triallant has rock crystal extracts that polishes and shines the hair from the inside out! Learn more about this must-have here: bit.ly/Triallant



SHINE DEFINE
FLEXIBLE HOLD SPRAY
HEAT PROTECTOR

Boost Post

Like · Comment · Share

SALON LOGO Your Salon Page
2 seconds ago · 📍

Fierce and fabulous style starts with the all new Sebastian Stylbrid 9. The perfect hybrid styler.



STYLBIRD 9
THE PERFECT HYBRID STYLER

Boost Post

Like · Comment · Share

➤ Download THE VISUAL & CONTENT KIT on socialmediaguide.wella.com

THE NIOXIN CONTENT KIT

SALON LOGO Your Salon Page
3 mins · 📍

This voluminous, luminous look can be yours with the number one hair care system: Nioxin. Come see our senior stylists for a fresh new you!



NIOXIN

Boost Unavailable

Like · Comment · Share

SALON LOGO Your Salon Page
3 mins · 📍

Beauty meets science at [name of Salon] thanks to our selection of Nioxin products! Take home a system kit for extra care at home.



NIOXIN

Boost Unavailable

Like · Comment · Share

SALON LOGO Your Salon Page
2 mins · 📍

Hair tip: Use a diffuser when blow drying to create extra lift! For more personalized tips, make an appointment for a consultation.



NIOXIN

Boost Unavailable

Like · Comment · Share

➤ Download THE VISUAL & CONTENT KIT on socialmediaguide.wella.com

THE SYSTEM PROFESSIONAL CONTENT KIT

SALON LOGO Your Salon Page
2 seconds ago · 📍

Back in salon! SP Bi-Phase Conditioner was your must-have this summer, and it's now available again. Come get yours before others do!



Boost Post

Like · Comment · Share

SALON LOGO Your Salon Page
2 seconds ago · 📍

Travel advice anyone? We have the most useful: Our bestselling LuxeOil Reconstructive Elixir is now back in salon, and waiting to be part of your next trip! Come get ready for take-off!



Boost Post

Like · Comment · Share

SALON LOGO Your Salon Page
2 seconds ago · 📍

Does your hair need a boost after this rough winter? We recommend the SP Keratin Restore in-salon treatment. Believe us: after getting through James' expert hands, your hair will be healthier than ever!



Boost Post

Like · Comment · Share

➤ Download THE VISUAL & CONTENT KIT on socialmediaguide.wella.com

THE LONDA PROFESSIONAL CONTENT KIT

SALON LOGO Your Salon Page
2 seconds ago · 📍

Fashion is a playground. Come get the style that matches your personality!



Londa PROFESSIONAL

Boost Post

Like · Comment · Share

SALON LOGO Your Salon Page
2 seconds ago · 📍

Natural vs Colored, which one do you go for? Come meet James, our in-house colorist, to find the ideal shade!



Londa PROFESSIONAL

Boost Post

Like · Comment · Share

SALON LOGO Your Salon Page
2 seconds ago · 📍

With Spring at our door, we fall for this natural blonde waves. Do you? If you're looking for a change, come meet the team to find the look suited for you!



Londa PROFESSIONAL

Boost Post

Like · Comment · Share

➤ Download THE VISUAL & CONTENT KIT on socialmediaguide.wella.com

conversation kit

EXAMPLES OF POSTS

1. **Communicate deals and offers**
"This week only, one free Londa Professional styling product with every cut and blow dry. Get it while it's hot!"
2. **Share looks you're proud of and engage fans with questions**
"New season, new look! Sarah wanted a fresh new style for summer and that's exactly what she got. What do you think?"
3. **Show that you know what's on-trend and encourage fans to make appointments**
"This season, go #Undone. Book an appointment now to get the hottest looks for spring and summer!"
4. **Announce in-salon events and workshops**
"Want to know how to take care of your colored hair at home? Pop into the salon this Friday for our color workshop (and a cocktail!) to learn how."

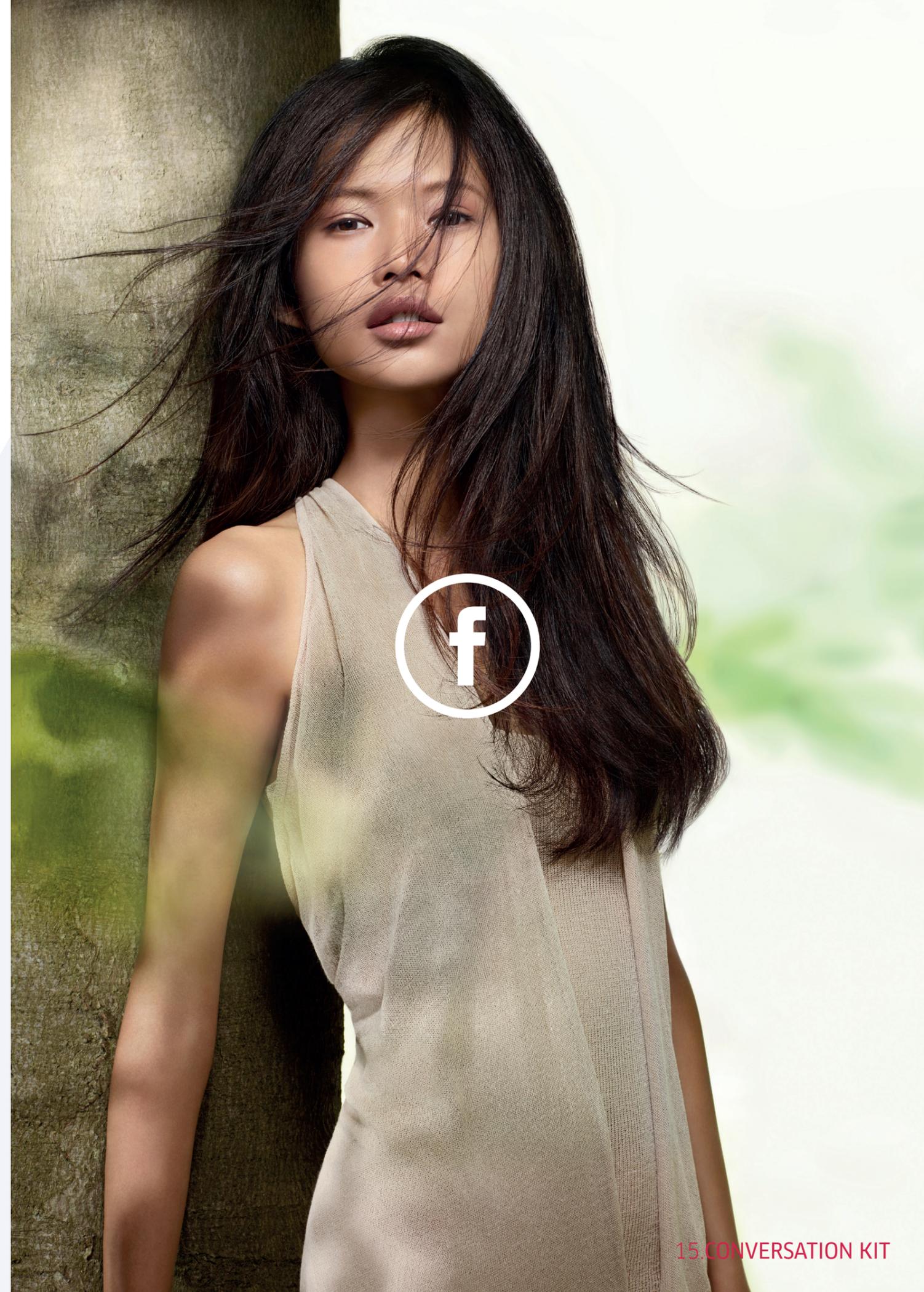
WHAT KIND OF CONTENT SHOULD I SHARE?

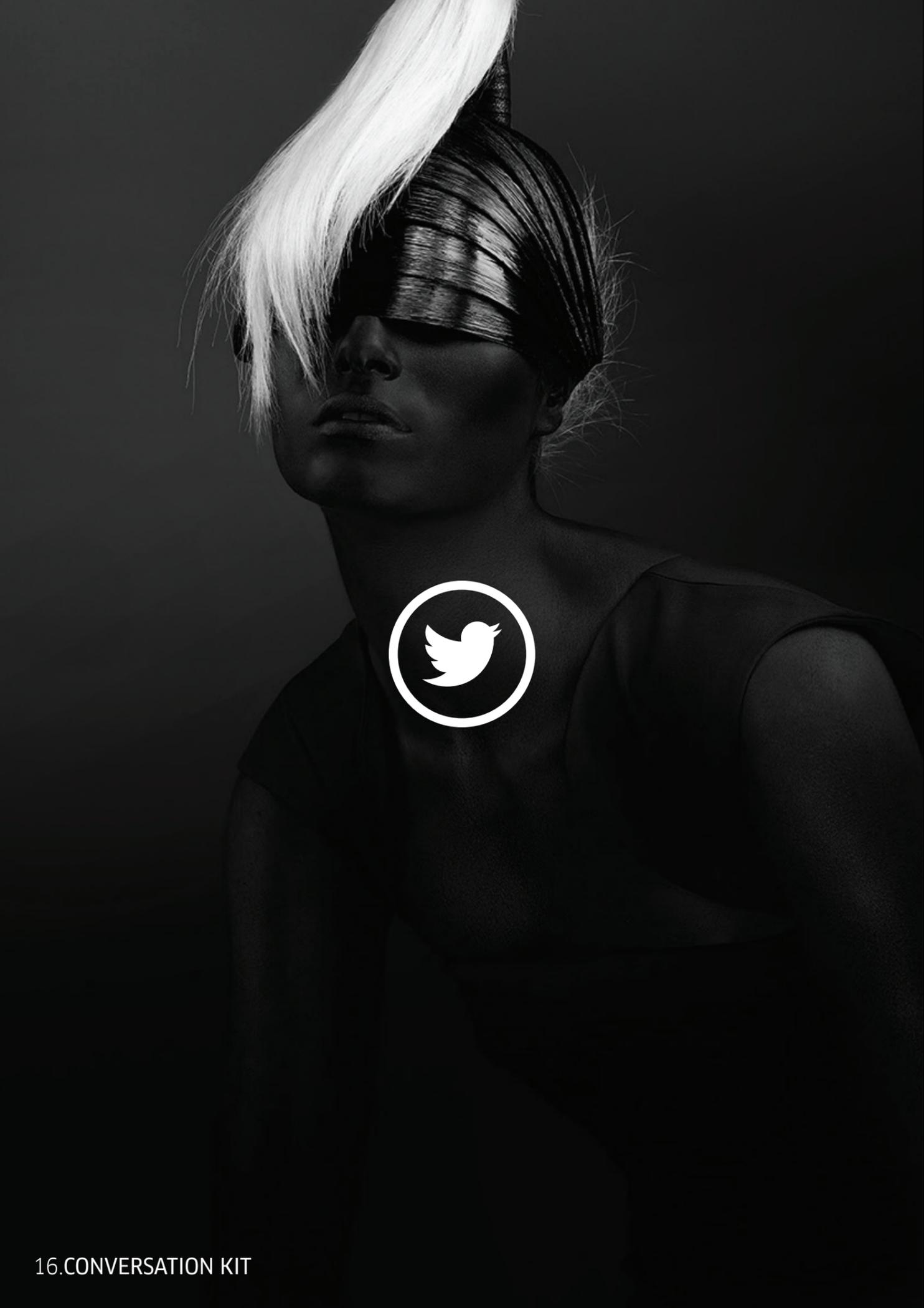
- Promote hairdressing events
- Drive business toward in-salon promotions and offer deals
- Share your work and trend interpretations from other hairdressers in your salon to show clients what you can do.

Facebook

TIPS

- **Post regularly** (3 or 4 times a week, never more than 2x a day)
- **Upload a relevant photo** with your message to engage your community
- Be sure to **answer all questions** that fans ask - they could be potential clients!
- **Add hashtags** to be part of the conversation around a given topic and to attract new customers (eg. #hairstyle #summertrends)
- **Measure your results:** Facebook has an integrated insights tool that allows you to track not only the reach and virality of your posts but where your audience is coming from so that you can better target your content.





EXAMPLES OF TWEETS

1. Tweet about your favorite Wella products
"We just took #haircolor to another level! Thanks @WellaPro for giving us the gift of #IlluminaColor"
2. Tweet in-salon offers:
"#FabFriday: Stop in for a blowout and a glass of champagne to get the weekend started right!"
3. Tweet hair questions to fans
"Brunettes: would you ever go Blonde? #makeover #haircolor"
4. Tweet looks and process photos
"Fantastic style transformation by Kelly, our head stylist! #Drynamic"

WHAT KIND OF CONTENT SHOULD I SHARE?

- Tweet hair styling and coloring tips to position your salon as a local expert
- Announce salon news: new products/services and offers
- Tweet photos of in-process looks and satisfied clients (with their permission, of course!)
- Share content from Wella Professionals that inspires you!

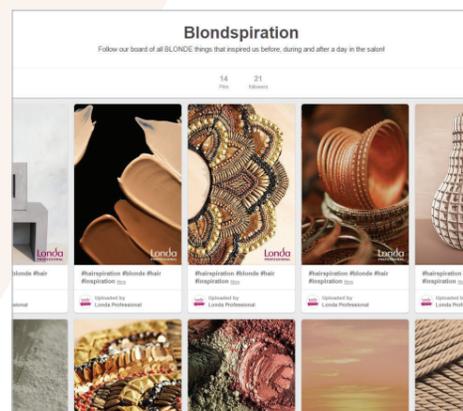
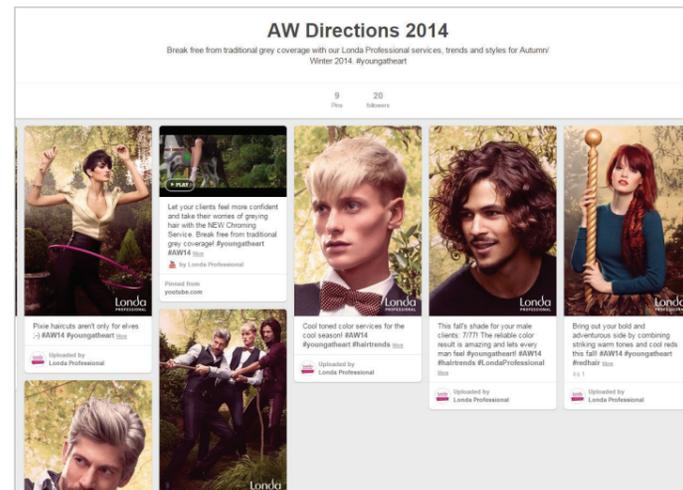
Twitter

TIPS

- Follow other hairdressers and other creatives that inspire you and your salon
- Do not hesitate to jump into interesting conversations on hairdressing or trends (and search for them with hashtags!)
- Always answer tweets from followers and clients
- Use #hashtags to become part of a larger conversation: #haircare, #hairdressing ...
- Live-tweet from events in your salon
- Retweet followers who praise your work and your salon

WHAT KIND OF CONTENT SHOULD I SHARE?

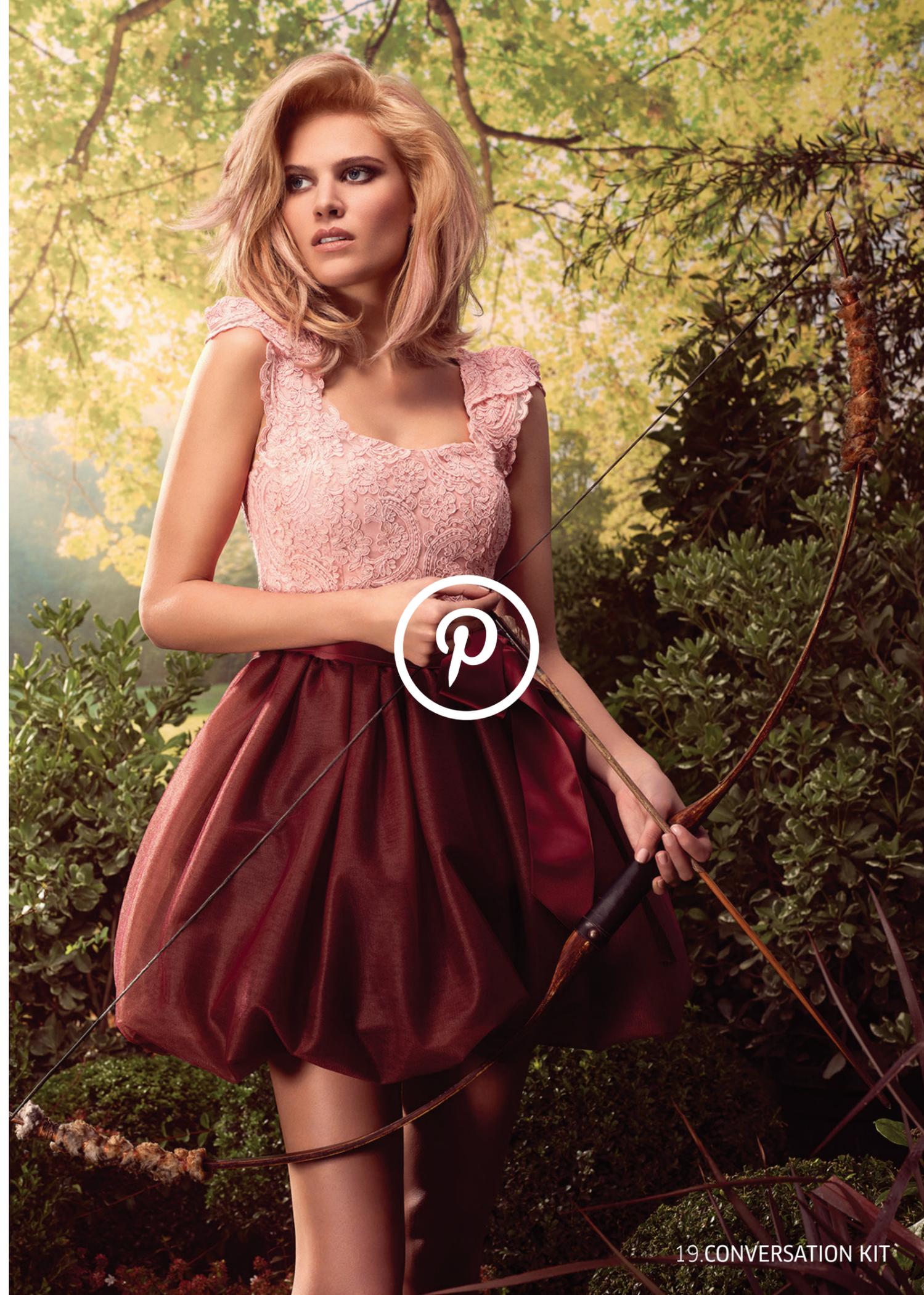
- Sources of inspiration (hairstyling, fashion, home décor, food, etc.)
- Examples of work from your salon
- Photos of products you carry in your salon



Pinterest

TIPS

- Pin several times per week on different boards to capture attention from followers
- Pin photos from credible websites (eg. Salon Magazine, not Google Images)
- Follow pinners (users) that inspire you and repin from them to grow your following
- Announce your Pinterest account on Twitter and Facebook to drive awareness





WHAT KIND OF CONTENT SHOULD I SHARE?

- Client before & afters; style and color transformations
- Ambiance in-salon
- Hairdressers at work
- Favorite products and tips
- Related inspiration (fashion, design, quotes/mantras)
- Event promotion

Instagram

TIPS

- Upload new photos 4-5x/week to build a following
- Follow other hairdressers and users that inspire you; interact with their photos by liking and commenting and they may follow you back!
- Use 2-3 hashtags to connect your photos with regularly-searched topics (eg. #hair #pfw #illuminaColor)

USING HASHTAGS: THE BASICS

WHAT IS IT?

A hashtag is a word or acronym used to describe a Tweet, Instagram photo or Facebook post that allows people to easily follow a conversation. You can tag messages or photos by placing # right in front of the keyword(s) you are using

HERE ARE A FEW WAYS TO MAKE GOOD USE OF THEM

1. See what other people are talking about (eg: #haircolor#pfw or #ColorID) and use their tags, rather than create your own - the advantage of this is that your messages will appear within an existing conversation and **give you and your brand greater visibility**
2. Don't use punctuation or spaces in your hashtags
3. Use 2-3 hashtags at most to avoid confusion from fans and followers
4. Keep hashtags short! They need to be easy to read if you want your followers to use them too



ESSENTIALS FOR SOCIAL MEDIA SUCCESS



1. **Share important updates** across several social channels
2. **Dialogue is key:** Social Media allows you to connect with your current and potential customers in real time - don't miss this opportunity by forgetting to answer to your followers!
3. **Build your community** by promoting your social media presence in-salon!
4. **Use our content!** It's there to inspire both you and your clients.
5. **Measure your results!** Seeing more likes, comments, retweets and shares from a specific type of content? Consider adapting your messaging to offer your clients more of what engages them most.



media kit



WHAT IS IT?

Give an extra boost to your social media activities.

WHY USE IT ?

To promote your social media activities and channels and drive visitors, don't hesitate to include links in a salon newsletter to your clients! You can even have a section that talks about an offer exclusively for fans or a new competition on Pinterest.

Advertising on Facebook

Facebook offers a number of options to promote your posts and your salon that can fit within a small business budget and can be targeted to reach a specific objective and demographic.



HOW TO USE IT?

FACEBOOK ADS:

can be customized to display the exact message that you want to promote and can be targeted to the people you want to reach most.

- **Page post ads:** advertisements that begin as posts on your brand fan page but get additional paid distribution among fans, friends of fans, or non fans within News Feed or the sidebar. These can be links, photos, videos, events or even status updates. Pricing: pay per impression or click.

- **Promoted post ads:** page posts that get additional paid reach in News Feed among fans and friends of fans as a result of using your page's Promote button. Pricing: flat rate to reach a given number of fans.

SPONSORED STORIES:

highlight an action that users have already taken on Facebook. That action is shown to a user's friends, either in the sidebar or in News Feed. Sponsored Stories cannot be used to reach an audience that is not connected to the page or app through a friend. Pricing: pay per impression or click.

> But before you begin, double check the advertising requirements directly on [Facebook's ads for businesses](#) page for the most up to date information.



FOLLOW YOUR FAVORITE BRANDS ON SOCIAL MEDIA:

Following our pages will give you access to extra content to share on your pages!

WELLA PROFESSIONALS

- facebook.com/wellainternational
 - twitter.com/WellaPro
 - pinterest.com/wellapro/
 - instagram.com/wellahair
 - youtube.com/WellaProfessionals
- #InsideWella #WellaLife #LifeInColor

SEBASTIAN PROFESSIONAL

- facebook.com/SebastianProfessionalOfficial
- twitter.com/SebastianPro
- instagram.com/sebastianpro_offical
- youtube.com/user/OfficialSebastianPro

NIOXIN

- facebook.com/NioxinGlobal
 - twitter.com/NioxinProducts
 - youtube.com/user/discovernioxin
- #DiscoverNioxin

SYSTEM PROFESSIONAL

- facebook.com/SPSystemProfessional
- twitter.com/SPSystemPro
- youtube.com/user/SPSystemProfessional

LONDA PROFESSIONAL

- facebook.com/LondaProfessional
 - youtube.com/user/LondaProfessional
 - pinterest.com/londaprof/
- #londaprofessional #londahappymoments