



Salon Social Media Blowout

The Definitive Social Media Marketing Guide for Salon Owners



03	Introduction
04	Part I: Foundations
	Define your brand identity
	If you're new to branding, start with this quick checklist
06	Set up your social media accounts
07	Part II: Strategy
	Plan your content
08	Part II: Strategy
	Set SMART Goals
10	Part III: Execution
	Instagram
	Facebook & Meta
	X
	Pinterest
15	About Boulevard

Introduction

It's no secret that advertising through magazines and newspapers isn't enough anymore.

The average adult spends six hours on digital media per day — that's a lot of screen time on websites like Facebook, Instagram, and X. And that's where you come in.

In between throwback shots to beach vacations and pictures of food lie infinite possibilities for marketing your small business. But what's the trick to capturing the attention of the quick-scrolling consumer? Well, that's where we come in.

We're here to give you easy and actionable tips and tricks to level up your salon's social media game. Let's get started, shall we?



Part I: Foundations

Define your brand identity

Crafting a brand is the first and most important step in creating a social media presence that is immediately recognizable and memorable. On the internet's vast landscape are millions of fonts, photos, colors, and graphic layouts to choose from for your posts. Consistency is crucial in cultivating your brand identity.

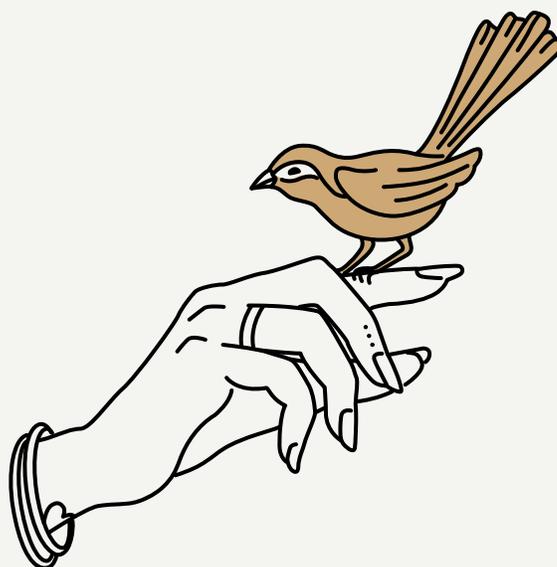
Brand identity is more than the logo or trademark of a company. It's the identity, culture, and self-image of the people working behind your business. Elizabeth Smithson, a content strategist from Boston, relays that branding affects the value of the business, generates new customers, adds to employee pride and satisfaction, creates trust within the marketplace, and aids brand recognition.



If you're new to branding, start with this quick checklist

- ☑ **Use an attractive color palette.** Not only are carefully-chosen colors aesthetically pleasing, but brand marketers can use them to influence emotions and perceptions about your services. Look into color psychology if you want to play with these subconscious associations. The *Psychology of Color*, written by Lars Lofgren, is a great resource.
- ☑ **Incorporate strong typography.** No comic sans or papyrus if you know what's good for you! Choose a typeface that is legible first and original second. For more specifics on typography, check out a beginner's guide to typography written by Tom Koszyk.
- ☑ **Use images that resonate with your brand.** Of course, graphics that incorporate your salon or work will be incredibly impactful. But don't be afraid to branch out — sites like [Unsplash.com](https://unsplash.com) have hundreds of free photos available. Once you've gathered your assets, platforms like Canva can help you transform your photos into beautiful graphic art.
- ☑ **When in doubt, turn to the professionals.** It may help to work with a professional graphic designer or design agency to establish your initial brand identity. Most agencies can even work with you to create editable social media templates. If you have an established brand, you can always consult with a freelance designer before launching your social strategy.

Once you've established your brand identity, you can move on to the next step!



Set up your social media accounts

If you're brand new to social media marketing, you'll need to set up business accounts on all major platforms to get started. Because beauty is a visual trade, focus on platforms that lend themselves to visuals first. We recommend Instagram and Facebook (Meta) as a bare minimum. A brand [Pinterest page](#) and [X account](#) can also be helpful promotional tools as different audiences use different platforms.

Getting started with Instagram

- 01** | To start, make sure you have the Instagram app loaded onto your mobile device. Instagram simply wasn't built for desktop. It's available on iOS and Android.
- 02** | On Instagram, you create a business account by converting a personal account. So if you already have an account you want to switch over, you can move on to the next step. If not, follow [these steps](#) to create one. Be sure to choose a profile name that is under 30 characters, and aligns with your brand.
- 03** | Once you have your personal account ready, head to settings. Tap "Account" and choose "Switch to Business Account." You can also connect your business account to a business Facebook page at this stage. Add your business details and tap "Done."
- 04** | Next, you'll want to set a profile image. Keep in mind that it will appear as a 150 x 150 pixel icon, so simplicity is key. Logos tend to work best, but if yours is highly detailed, you may choose to substitute your brand symbol or initials.
- 05** | Create a short bio that describes your business. You can include relevant hashtags here, too, to help people who are salon hunting find you more easily. An emoji or two won't hurt, either.
- 06** | In your bio, include website and contact options. Instagram doesn't like links in posts, so these will serve as your customer's lifeline to your business. If you need to share a longer list of links, you may consider setting up a [Linktree](#).
- 07** | Share your first post!



Getting started with Facebook & Meta

- 01 | To start, log in to your personal Facebook account. You can do this either on desktop or mobile. If you don't have one, just head to [Facebook.com](https://www.facebook.com) to create one.
- 02 | Next, go to business.facebook.com/create and select "Create Account." From there, you'll be asked to login with your Facebook credentials. The system will prompt you to complete setup from there.
- 03 | Choose who you want to have access to the account. Go to settings, and choose "People and Assets." Under "People," you can assign role permissions. You'll want to add at least two people as Business Manager admins.
- 04 | In "Business Settings" you can connect your Instagram Business account, if you have one created.
- 05 | It's time to create your business page! Go to your personal account, and click the plus symbol to create one. Add your business name and a short description. Add a profile photo and a cover photo ([dimensions here!](#)).
- 06 | Add a call to action at the top of your business page. For salons, we recommend using "Book an Appointment."
- 07 | Head back to the Business Manager portal, go to "Pages" and add your page. Your claim should be approved instantly if you're also the page admin.
- 08 | Facebook Business Manager is also where you can initialize roles for Ad Accounts across your team. For more on that, check out [this help page](#).
- 09 | Post something to your new page! Tell the world who you are, preferably with a glamour shot or two.

Part II: Strategy

Plan your content

We have our brand and, we have our accounts — now it's time to grab a camera and show the world what we can do!

But remember: We've got to make those gorgeous pictures count. And to do that, having a handle on the basic rules of photography is a must. If you don't have a digital camera handy, there are multiple guides out there that can help you take incredible shots with your phone.

Once you feel confident to start shooting, consider how to define your aesthetic. What do you like? What are you looking to avoid? Make an inspo folder to reference later. Then, start practicing. Take pictures with the same kind of lighting, styles, and poses you like best. Decide where your branding will play into these photos. Will you use the same color backgrounds or overlays for your models and set? Consistency is key — especially on a platform like Instagram, where a gallery of your post history is a click away.

Here's an easy place to start: Take your brand identity and apply it to “Meet the Team” themed posts, videos, and stories. Your exact approach can take many forms — stylist profiles, interviews, eye-catching photos, you name it! There's a lot of value in matching stylist faces with a name, especially when you can link back from other social media sites.

According to Jacob Cass, a brand designer and strategist, a “Meet the Team” page increases reliability for the visitor, helps to build a lasting relationship with the client, showcases the team's talent, and solidifies your brand. These principles apply equally to a social media profile. Clients and stylists seeking employment will use these posts to learn about your salon. It doesn't have to be the center of your marketing push, but what stylist wouldn't be proud to see their face displayed as a valued team member?

Need a few ideas?

Ask ChatGPT! AI can help you put together an effective content strategy. You can also check out Humaan and our partner salons' pages: Fox and Jane, BENJAMIN, and Evan Joseph.



Set SMART Goals

When all is said and done, the best way to track impact, progress, and effectiveness is goal setting. And you have to be smart about them. Literally.

Peter Drucker coined the acronym SMART to stand for Specific, Measurable, Achievable, Relevant, and Time-Bound. These aren't only relevant to personal goals, but business ventures as well.

Get specific

Start by deciding what specific things you want to see your business accomplish. Would you like to influence the beauty scene with your cutting-edge hairstyles? Are you looking to grow your clientele? How about hiring more stylists in your area? Do you want to take time to create your brand identity? Whatever the task at hand may be, answer the “who, what, when, where, and why” of each goal.

Track the outcome

Next, choose how to measure your goal. Set a standard and mark the beginning of your work. Are you looking to earn more followers? How many? Do you want to increase your social media posts per week? How will you know when it's achieved?

Check yourself

The third step is making sure your goal is realistic and attainable. Stretch your abilities and step out of your comfort zone, but remain in the realm of possibility. What does accomplishment look like? Do you have the time and training to get there?

What's the 'so what?'

Make sure the goal is relevant to your business as well as the socio-economic climate. For example, many salons have held charity drives for COVID-19 relief and show many of their model in masks. While it's a great time to expand your business, it wouldn't be prudent to post photos of a jam-packed salon during a time of social distancing.

Set a deadline

Last is creating a time-bound goal. It's important to pick a deadline that your team can focus on. That deadline can be anywhere from six weeks to six months — and some goals can be measured daily — it just depends on your task. Regardless, when the date comes, be ready to measure your progress and assess what, if anything, needs changing.

Then just wash, rinse, and repeat!

Part III: Execution

In this section, we'll highlight best practices for each of the four major social channels: Instagram, Facebook (Meta), X, and Pinterest.

Instagram

What to post:

All social media posts have visual appeal, but for Instagram posts, visuals are more important than ever. Choose images and videos that look engaging as individual posts and thumbnails on your profile. Play with Instagram Stories and carousel posts. And be sure to check out [the most popular hashtags](#) on Instagram.

Post frequency:

Aim for 1-3 Instagram posts daily. If every day sounds like a lot, don't sweat it! Once a week is enough as you build up your following.

The best time to post:

The ideal posting times are at 9am and 2pm. A good rule of thumb is simply to avoid posting in the evening.

Other best practices:

Since Instagram posts emphasize images and videos, you can afford to have higher character lengths. The max limit is 2,200 characters — feel free to use them! Also, Instagram is owned by Facebook, so if you're sharing something that would work well on Facebook, check the box to auto-post to both platforms. Keep in mind that the two platforms handle in-post links very differently.



[Images from Kelly Baker Brows and Nova Arts Salon].

Facebook (Meta)

What to post:

Facebook is great for sharing pictures, videos, or news about your business. Try not to be too self-promotional, though. Share things that provide actual value to your audience, like how-to videos or fun hair memes.

Post frequency:

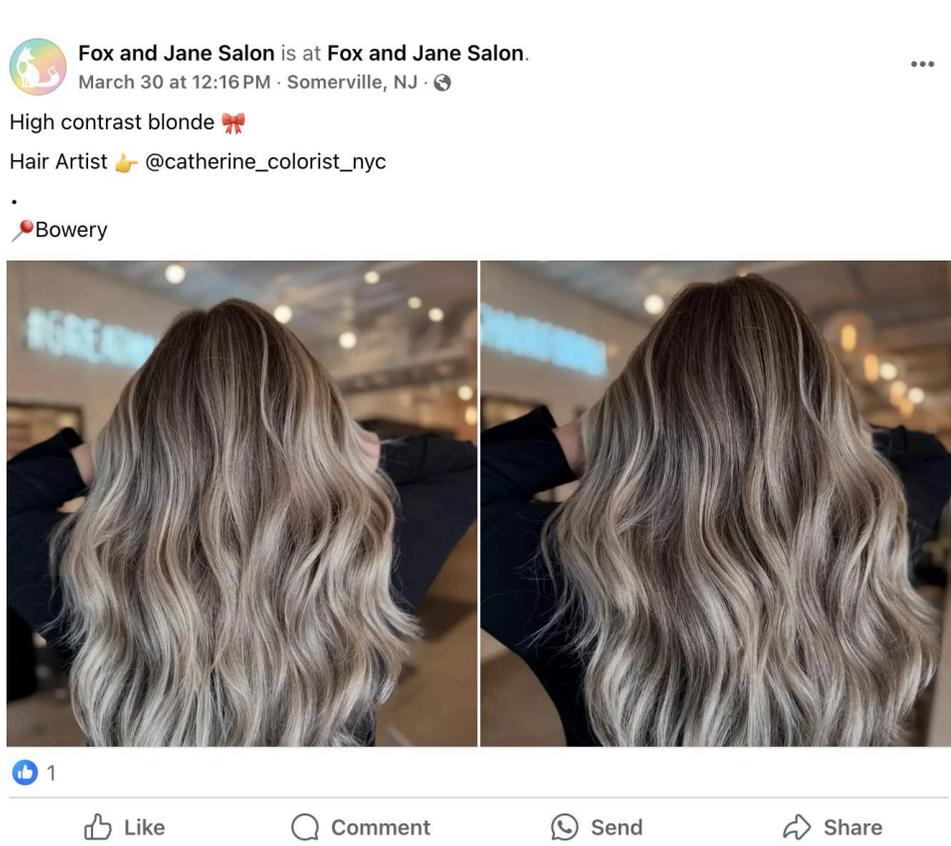
Facebook posts tend to circulate on the timeline longer than other social media feeds. Up to two posts per day is typically sufficient for visibility.

The best time to post:

The most opportune publishing times are between 9am to 7pm, with peak times between 1pm and 3pm.

Other best practices:

Keep it short and sweet. According to one study, Facebook posts with 80 characters or less gain 88% higher engagement than posts over 80 characters.





What to post:

X is all about snappy news bites. Use it primarily to promote any content related to beauty or self-care, or to share key updates about your salon. It's not the best place to share those beautiful-before-and-afters — save them for Instagram!

Post frequency:

Your tweet frequency will influence how visitors react to each post. To maximize engagement, aim for five tweets. To maximize user responses, aim for 50. And don't forget about retweets!

The best time to post:

The most opportune posting times are between 12pm–6pm, peaking at approximately 5pm.

Other best practices:

Unlike Twitter, X no longer has a max character limit, but shorter tweets tend to perform better. Aim for around 120 where possible and include videos or blog post links for more details. You can also try threads to boost engagement and tell longer stories or highlight a series of customer results.



Pinterest

What to post:

With its pinboard focus, Pinterest's posts should emphasize visuals. Curate your best images! Set up one testimonial board, or separate boards for each stylist. You can also separate by theme, such as "bridal" or "summer cuts." Soon you may see your stylists' handiwork popping up on users #hairgoals pinboards.

Post frequency:

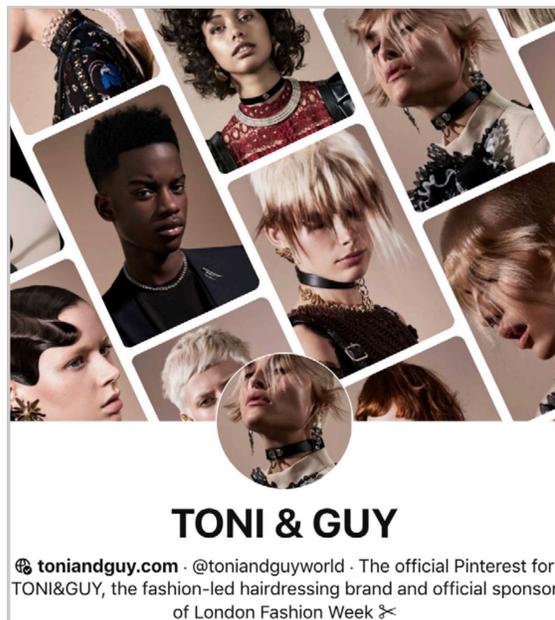
Pinterest is about quality over quantity. Stay consistent with posting, but don't feel pressured to do so daily.

The best time to post:

Space your pins out between 1pm to 11pm to maximize engagement. Rule of thumb – avoid the morning. Pinterest is the domain of the late-night scrollers.

Other best practices:

Pinterest has a 500 character maximum, but you can still include links to long-form content. To get the most juice out of your social media content, pin Instagram posts like TONI & GUY [does here](#).



You're ready to level up your socials!

Growing your brand is a lot of work that takes patience, time, and understanding, and it's okay to throw ideas at the wall to see if they stick. Keep at it, and you'll have a following of your own in no time. Social media is a massive, colorful world, and it's waiting for you to jump in!

For more insights from the Boulevard team, including tips on how to rock your social strategy, subscribe to updates on [our blog](#).

Rooting for you always,

XO, BOULEVARD

Helpful links:

[Learn more](#) about Boulevard for salons

[Read](#) Hairroin Salon success story

[Contact Sales](#) to schedule a demo

JOIN OUR THRIVING COMMUNITY:



About Boulevard

Boulevard offers the first and only client experience platform purpose-built for appointment-based, self-care businesses.

From initial booking to final payment, Boulevard's modern, easy-to-use client experience platform empowers you and your staff to deliver personable, enjoyable experiences that keep clients coming back. Founded in LA in 2016, Boulevard has earned the trust of thousands of salons, spas, medspas, and other self-care businesses across the nation by delivering simple yet powerful technology and the best-in-class support they deserve.

[GET A FREE DEMO](#)

MAKE A MOVE ON YOUR MARGINS WITH BOULEVARD:

16%
More services
booked

71%
fewer no-shows &
late cancels

18%
More retail value

24%
More gratuity
from clients

*Average impact T+90 days after switching to Boulevard. These are estimated results based on aggregated customer data, results are not guaranteed. Please keep in mind that actual results may differ based on a number of factors, including market, client base, geography.

[JOINBLVD.COM](https://joinblvd.com) →

