

35 DAYS



OF CONTENT IDEAS FOR YOUR SALON

# TIPS

*TO INSPIRE AND KEEP YOU ON TRACK*

CREATE POSTS IN BATCHES! CREATE IN BATCHES OF 3 SO YOU HAVE AN IDEA OF HOW IT WILL FLOW ON YOUR PAGE.

MAKE SURE EACH POST DOES 1 OF 4 THINGS- INSPIRE, EDUCATE, PROMOTE, ENTERTAIN

USE A SCHEDULING PLANNER! CHECK OUT SALON S.O.S SCHEDULER FOR SALONS- IT'S AFFORDABLE AND EASY TO USE.

CHOOSE A COLOR PALLETTE AND FONT FOR YOUR SALON TO CREATE A CONSISTENT SOCIAL MEDIA BRAND.

INCLUDE CALL TO ACTIONS IN YOUR POSTS TO ENCOURAGE COMMENTS, BOOKINGS, AND WEBSITE VISITS.

SHARE YOUR POSTS TO YOUR STORIES WITH "NEW POST" STCIKERS TO DRIVE MORE TRAFFIC TO POST.

SUN	MON	TUE	WED	THU	FRI	SAT
INSPIRATIONAL QUOTE	BEFORE & AFTER	PRODUCT FEATURE	HOW TO OR TUTORIAL	SERVICE FEATURE	CLIENT REVIEW	SERVICE PROMO
FUNNY MEME	STYLING TIP	SERVICE FEATURE	TEAM MEMBER SHOUT OUT	#TBT (POPULAR SERVICE FEATURE)	PRODUCT FEATURE	BEHIND THE SCENES
INSPIRATIONAL QUOTE	SERVICE FEATURE	EXPLAIN YOUR "WHY"	CLIENT SELFIE	BEFORE & AFTER	SHARE A TIP OR HACK	PRODUCT LINE FEATURE
FUNNY MEME	CLIENT REVIEW	HOW TO OR TUTORIAL	PRODUCT FEATURE	#TBT (POPULAR SERVICE FEATURE)	TEAM MEMBER SHOUT OUT	SERVICE FEATURE
INSPIRATIONAL QUOTE	HOW TO OR TUTORIAL	PRODUCT FEATURE	STYLING TIP	SERVICE FEATURE	FLASH SALE FRIDAY	CLIENT SELFIE