



BE OPEN. INITIATE. BE INTENTIONAL.



BE OPEN

Who does Demi suggest you should take pictures of?

Are there specific clients that you need to ask to take photos of?



INITIATE

What technique does Demi use when she speaks with her clients about social media?

How does this help?





BE INTENTIONAL

If Demi's client doesn't tag her in a post what does she do?

What page does she use when she comments on a client's post_____

Why?



SOCIAL MEDIA STRATEGY

BE OPEN:

Always make sure you are treating each guest with the same intentions because you never know who will be "the goldmine" Don't ever discredit your guest!

INITIATE:

Instagram and Yelp are huge. Make sure you ask where your client heard about you so this way you can keep the momentum going towards social media and get the client excited about posting and tagging!

BE INTENTIONAL:

When your name is mentioned on social media, that's free advertisement. Make sure you are intentional about how you interact with clients so they are excited to post your work and tag you! It's a win win.

