

**EDUCATE.
GET INVOLVED. INTERACT.**

 EDUCATE

A lot of stylists still aren't using social media for their business. What does Logan suggest will happen for stylists IF they are using social media regularly to promote themselves?

 GET INVOLVED

Logan finds ways to get involved in his clients social media experiences by suggesting fun and exciting shots for his client to take with him in the salon. What ways could you encourage your guest to do this with you?

How can this help you get exposure?



INTERACT

Facebook and Instagram live are tools that can seem intimidating. However, they can be extremely important to getting engagement and developing a more intimate and trusting relationship with clients and possible referrals.

If you were going to use live, what would you showcase?
How is this useful for your audience?



SOCIAL MEDIA STRATEGY

EDUCATE:

Logan makes sure his associates are up to date and using the latest social media platforms so they can work together, develop and grow as a team.

GET INVOLVED:

It doesn't hurt to ask! When your client is showing off the salon or their hair, ask if you can do something fun with them. Logan suggested making a fun blowout video. This way you can be tagged, showcased to their network of friends and also look awesome at the same time.

INTERACT:

The more you get your name out there the more you'll be noticed. So, interacting is HUGE. Using tools like Facebook or Instagram live can be a great way to get your clients or potential referrals to see you and build a relationship with you.

