

INSTAGROWTH ON INSTAGRAM: **HOW TO CREATE A PROFESSIONAL HAIR INSTAGRAM FEATURING QUALITY CONTENT**

Is your professional hair Instagram on the same profile as your personal account? Do you try to post consistent hair pictures but you can't seem to get the traction you're looking for?

You've probably heard to post consistently. But did you know posting quality content is *more* important than the frequency with which you share? And if you currently have only *one* Instagram profile that you're using for both personal and professional use, we'll need to make a change, stat!

Follow these easy steps to create an exclusive, professional hair Instagram and learn how to create content of true quality that'll make everyone want to come to see you for their next new 'do!

Set up your Instagram as a business profile.

Treat it like your own mini-website (separate from your personal account). Simply go to Settings and click "Switch to Professional Account". This way, you can get access to insights about your account performance, follower habits, and publicly share contact options on your profile bio so potential clients know where they can reach you.

Insights on Instagram allow you to filter your posts in order to see what received the most engagement, reach, impressions, shares, follows, and more. It even provides information about your followers and what times/days they are most active on your profile.

This way, you can begin to analyze what types of posts perform the best and get a better understanding of what your audience is responding to, as well as what kind of content *isn't* moving the needle. For example, if all of your drastic client haircut pictures receive more engagement and reach than updos, you can assume that your audience really loves transformation content.

Provide quality content.

Imagine a profile that shares content 5x a week, but their photos are... well, bad. Some are blurry, you can see their messy station in the background, they overuse filters, their captions have grammar errors, and there's no consistency.

Now imagine a profile that shares content only 3x a week, but their posts are *amazing*. You can't help but like and comment on all of their pictures, you love the diversity in their hair shares, the photos are all on consistent backgrounds, and you're so inspired by their page that they're on your list of people that make you think, *I wish my professional profile was like theirs*.

It's better to post less frequently and have an inspiring, mesmerizing profile that wins you new clients than to post as often as possible with completely sub-par content. So, what's it *really mean* to have quality content?

There are a few sure-fire ways to make your content stand out for your work, skills, personality, and professionalism.

A clean background.

Taking pictures at your station? Make sure you've cleaned it up: no products splayed about and move your client's water glass out of the way. You want to make it look as presentable as possible, as if a new client were to be starting their service. If there's something lingering in the background, chances are your audience will fixate on that rather than your masterpiece.

Rather than taking pictures at your station, we recommend designating a plain wall in your location where you can take photos. A plain wall will have nothing that distracts the viewer, allowing them to focus all of their attention on the new look you're presenting.

Don't just take one picture.

Not two. Not five. Take a bunch. This way, once you're ready to share on your professional Instagram, you will end up with enough photos to choose from. You only have a few minutes (or seconds!) between your client leaving and your next appointment starting. Make taking a number of pictures part of your regular routine with every client. Try taking pictures in different ways, like:

- From different distances—try some shots closer up, some further back, and you'll begin to see what looks best for what kinds of looks.
- Different views of the hair, such as the client from the front, back, and side. Did you cut some new, beautiful layers or add some peekaboo colors? You want your audience to see that!
- Encourage your client to do different things, like run their hands through their hair, or hold up their newly-chopped off 10-inch ponytail.

You'll quickly begin to get in touch with your own personal style, figuring out what aesthetically looks best on your page and what people respond to most. Do you get more engagement on close-up photos? Action shots?

Plus, now you have a variety to pick from, rather than only having two choices and you can't use either because they both have a reflection from your ring light. *Not* quality content.

Make sure your clients smile!

You want to show all of your viewers how jazzed your clients are about their new looks, and how they'll be just as thrilled when they come to see you next.

While we typically focus on smiles, currently during COVID regulations, try having clients leave their masks on. You may not think it looks pretty, but it shows your dedication to the health and safety of your clients. Big win.

Before and after pictures.

This is the best way to show clients the magic that you create. A beautiful "after" shot is one thing, but when you can pair it with how drastic the change was compared to their "before" look, your audience will really be able to see your talent. Either post them side by side together as one photo or feature them in a carousel image with the new hair first and the old hair second.

Remember, though: if you post them as one photo, make sure that aside from the hair, the pictures look identical. The photos are taken from the same distance, at the same place in the salon, etc. Most importantly, take off any robe or cape they have on from the appointment_ (this goes for *all* client photos you take)!

Carousel images.

Did you know carousel posts perform better than a standard single photo? This is because they allow you to share more detailed and related content with your audience. Think of different ways you can share the same look in more than one photo—you could show pictures throughout the service (like the bright pink color you mixed being applied) or multiple views after the service is complete (front, back, and side).

You could even use carousel images as a way to share what products and tools you used, especially if it's a newly launched product or something involved in a marketing promotion. Or even if it's just your fave go-to! Once a client sees the volume you created with the texturizing spray you shared, they'll immediately be asking for it the next time they see you. Cha-ching, commission!

Tutorials/how-to videos.

Like carousels, video posts perform much better than one still image. And there's no better way to demonstrate your skills than through tutorials and how-to videos on your professional Instagram.

We all know that tutorials are *huge* in beauty (how do you think we finally got our winged liner down?), offering you an instant opportunity to attract more viewers, followers, and customers. By teaching people how to achieve different styles or how to use different products, you're proving you're a real expert. You know everything there is to know about hair, and you're gonna show and teach them.

Videos are also a great way to demonstrate and show the genuine, authentic you! Through pictures of clients, people get to know your stellar work as a hairdresser, but they don't know you as a person. By sharing videos that feature you, they'll feel even more connected and likely to book an appointment with you—they know the *real you* now! They know you're fun, knowledgeable, personable, and that spending an hour or two with you will be the highlight of their day.

Client Selfies.

Encourage your selfie-taking clients to either post their photos or text them to you so you have access to use them as well. Client selfies can be used either as a post or in a story, though we do recommend if they post it as a story and include GIFs/stickers/writing, etc., that you use it as a story as well. Don't throw off your clean, professional profile by sharing a picture that's been doodled on.

Think of client selfies as the Instagram version of a positive review. People listen to other people and trust the recommendations given to them by those they know. If they're willing to share their new hair with their followers and tag you in it, you know that means they're thrilled with their new look and love having you as their hairdresser.

Make sure they tag you; then you can repost the photo to your own story, and whoever sees your client's story will have access to your profile and see even more examples of your work. Bam. You just got some new clients.

Stories.

Stories are a great place to share behind the scene photos, videos, or Boomerangs that you may not want to feature on your main feed, but give followers exclusive insight into your day at the salon. Much like video tutorials, stories help to provide a better idea of who *you* are and lets potential clients get to know you on a more personal level. You could share:

- You and your teammates during training to show viewers you're always advancing your skills.
- Retail information, like what your favorite products are, what new products are available, or any marketing promotions.
- Repost client stories with your own added sentiments. Don't just repost their story and leave it—add a thank you, a note about how great they look, etc.
- Repost stories from businesses surrounding your salon. When you support other businesses, they often return the favor.
- Post a photo, video, or Boomerang of you being silly with some of your favorite clients.

- Use polls and questionnaires. For example, use a poll to find out what kind of how-to video people want to see next, or have them ask product questions using the questionnaire feature.
- Announce last-minute appointment opportunities if you've had a cancellation.

When posting stories, be sure to provide as much information as possible: tag the people in it, tag the retail featured, tag your location, and of course, tag your salon!

It's official! Your pro-Instagram is going to grow, grow, grow. You'll be your salon's go-to social media maven, and we can't wait to start seeing your posts! Feel free to shoot us a message on Instagram at @probeautyassoc with a post inspired by this blog. We'd love to hear from you!