

### *Facebook Etiquette Tips*

Facebook is where you can offer potential clients a taste of what their salon experience and interaction with you might be like. It's a fantastic place to answer questions clients may have, and to offer valuable tips and advice that will make them want to visit your salon in the future. Once you've set up a Facebook Business Page for your salon, add professional-quality images to really help establish credibility and give your salon an identity. Here are my top etiquette tips for Facebook:

Post regular tips and advice to your viewers about beauty treatments. Provide enough information to give your salon authority, but not so much that the people in your Facebook community do not need to make an appointment.

Keep your posts professional at all times. Before you hit "post", check your spelling, grammar, and punctuation. Don't include any profanities, racist remarks or gossip in your posts.

Personalise each post by signing your name at the end of your posts. Your Facebook community will want to know who they are interacting with. Signing your name will make this interaction more personal and hopefully bring your community into your salon.

Reply to each person who takes the time to comment on your page. Responding and thanking each person who interacts with you in a positive manner will show not only that person, but every member of your Facebook community that you are responsive, thoughtful and hold your clients in high regard.

### *Twitter Etiquette Tips*

Twitter is a fantastic social media platform to connect with others you would not normally meet. It allows you to easily spread your expertise and knowledge in 140 characters or less. In my experience, information spreads much faster on Twitter than on any other social media platform. I often use Twitter to share quick etiquette tips to my followers. As a salon owner, you can use Twitter to share tips and advice about beauty treatments, answer questions your customers may have, and spread word about upcoming events or new products and services that you offer. Here are some tips to help you really connect on Twitter:

When people Retweet (RT) your tweets, thank them. If people love what you have posted on Twitter, they will often pass your Tweet on to their followers through a Retweet. This is a warm gesture and should be followed up with a short "Thank you". Try something like "@[username] Thanks so much for sharing!"

When you share information or links from another website, credit the source and the original author using an @mention. People love to know that their knowledge and expertise is being shared on Twitter. When you share somebody else's work, graciously acknowledge that person with a message such as "Great read via @[username]".

Use the Direct Message function for private messages. If you have something private to say to a fellow person on Twitter, it's best to send them a direct message instead. Likewise, if somebody has sent you a Direct Message on Twitter, they probably want to keep the conversation private, so make sure your responses are private too.

### *LinkedIn Etiquette Tips*

LinkedIn is a professional online networking platform where you, as a salon owner, can showcase your professional experience, your expertise, your

interests, and you can even share professional updates and industry news with your connections. LinkedIn is a fantastic way to stay connected with those you meet at networking events. LinkedIn operates on a higher level of trust than Twitter and Facebook so it's important to make sure your profile looks professional and credible. Here are some tips to follow:

Use a professional profile picture of yourself. People who see your LinkedIn profile may be thinking about visiting your salon. With a

professional profile picture, they can be confident they will receive professional service and treatment at your salon. You don't necessarily need to invest in a photographer; simply put on a professional

shirt or a blazer, and have a friend take your photo for you. Avoid photos that were taken at a weekend party or at the beach.

Personalise your message when you send somebody a request to connect. Whenever you request to connect with somebody on LinkedIn, LinkedIn will automatically fill out the message area in your request. You should always delete this automatic message and write a short personalised message yourself.

Share industry articles you think others will enjoy. This is a great way to start interacting more with your LinkedIn connections. You can either share articles or links publicly, or you can make your message private and send it to a particular connection. Sharing industry information and knowledge is greatly appreciated in the LinkedIn community and can really enhance your relationship with those whom you've only met briefly, for example at networking events.

I'd like to leave you with my golden rule of social media etiquette: if you don't want to see your post appear on the front page of your local newspaper, then don't put it online. What goes online, stays online, and will forever be accessible. Many people have been highly embarrassed or even fired from inappropriate postings on social media. No doubt this will continue to happen but please make sure it does not happen to you. ■

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**“Your salon’s reputation on social media platforms such as Facebook, Twitter and LinkedIn are critical to the future success of your business. How you interact with your clients and colleagues can establish you as the go-to expert...”**