

Pigtails & Crewcuts[®]



haircuts for kids



Social Media Policy & Standards

Version

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Social Media Policy:

CONTENT GUIDELINES

**Before posting,
always remember be:**

- Conversational
- Engaging
- Accurate

- **Think** before you post.
- Be **carefree** and **upbeat**, but don't be careless.
- Be **approachable**.
- **Ask questions** whenever you are unsure about something.



- Always receive a **photo release** form from parents before sharing pictures of children on your franchise's social media profiles.
- **Celebrate** company and franchise **milestones and achievements.**
- Always **give credit** to photographers and videographers if you are sharing content that doesn't belong to you, as well as any other Facebook pages/accounts or Instagram accounts you share content from.

- **Space out posts** every few hours if you post multiple times a day.

Followers may get annoyed and unfollow your salon if you inundate their newsfeeds with posts too frequently.

- **Cross promote** by including links to your website when you can.

Examples:

- To schedule your next appointment, [click here.](#)
 - Check out our services on our website.
- **Post review process:** When possible, have someone else double check before you post to make sure spelling and grammar are correct.



Pigtails & Crewcuts Core Values

Be sure your posts align with the
Pigtails & Crewcuts Core Values:

Work with Integrity & Respect

Build Positive Relationships

Be Fun, Enthusiastic & Compassionate

Deliver Consistent Quality

Give Back to Our Community

Social Media Policy:

ENGAGEMENT

- Engage with your community to **build relationships** with your customers.
- **Monitor** your posts and respond to questions and comments in a timely manner.
 - Strive for a response time of **2 hours or less during business hours and 6 hours or less after hours, if possible.**
 - If there is a **negative comment** or complaint, ask the person who posted it to contact the franchise owner/salon manager and provide the phone number to reach them at to settle the issue privately.



- Use the following **hashtags** for general posting:

#pigtailsandcrewcuts

#kidshairsalon

- Promotions and special events may require a different set of hashtags, which will be provided in advance of the promotion or event.

- An expanded list of hashtag suggestions for general posting is included at the end of this document.



Social Media Policy:

ETIQUETTE

- Whether it's to your customers or to each other:
 - Profanity and derogatory language should not be used to address any situation
 - Take a second, process, and then respond.
 - All posts are a representation of the Pigtails & Crewcuts Brand. If you would not like it being said to you, it may not be the right post.
- Avoid using ALL CAPS when writing your post. Using all caps is generally interpreted as shouting, and can be more difficult for some to read
- Only use all caps for a short string of words. (EX: We're having a GIVEAWAY!)



Social Media Policy:

PRIVATE FACEBOOK GROUP PAGE

Our private Facebook page is a free-space for you to converse with other franchise owners

When interacting with one another on the page or even posting keep in mind:

- No Foul Language
- Treat this page as if it was publicly viewed
 - i.e (no harsh talk about clients or anyone that you would interact with at the salon)
- There is no harm in venting, but do it professionally
- Direct questions and comments for the Franchise office to your FSS by phone or email. If it is something that needs to be directed to RPS please contact them via email at pigtailsupport@123shoot.com.
- Positive quotes, kudos, and vibes are always accepted on the page



Social Media Policy: **CRISIS MANAGEMENT**

If any crises occur on social media, follow the procedure for reporting and resolution.

Social Media Crisis Management:
*****Remember to protect the Brand*****

- **Notify your FSS or Theresa** as soon as possible when a problem post is discovered. They will help determine the appropriate response or action.
- **Copy the post** to your computer for reference and delete the post if necessary.
- **Do not argue online.**



Best Practices



Facebook Best Practices: **CONTENT**

- **Use the 80/20 rule.** Entertain and inform your audience first, then sell to them second.
- Be sure to post a nice **mix of content:** salon events, promotions, special offers, important news, etc.
- Share about the things on which you have **expertise.**
- Always use **branded imagery/graphics** when possible.
- Try to post more pictures from your respective salons - viewers/fans like to see what's actually happening in the store. First haircuts, parties, braiding classes, etc. - just be sure to obtain permission from parents before posting pictures of their children.



Facebook Best Practices: **CONTENT**

- If you are posting pictures you didn't take, be sure to **give credit** to the photographer/person that took the picture.
- Create a **content plan** to follow to make determining what content to post an easier process.



Facebook Best Practices: **ENGAGEMENT**

- **Engage** with your audience.
- **Reply** to comments and questions as quickly as possible.
- If another business shares content from your page, comment on their post to **say thank you**. Do the same if a customer tags you in a post.



Facebook Best Practices: **MEASUREMENT**

- Use the “**Insights**” tab from each page to determine the **best time of day and which day of the week** to post for each salon. Keep in mind that if you own multiple salons, the best day and time to post will likely vary from salon to salon.
- You can also use the information found under the “Insights” tab to see **what types of content** your audience interacts with the most and use it to build a posting strategy moving forward.



Facebook Best Practices: **SCHEDULING**

- Try to post **no more than 3 times a day**. This gives your posts time to mature and get responses/feedback from followers.
- **Space out posts** so your audience has the chance to see your post and interact.
- Aim to post **at least 3 times a week**.
- **Post consistently**. A big gap in between posts can negatively impact audience engagement.
- Use the post scheduling tool to **schedule posts** in advance. If you struggle to keep a consistent posting schedule, set aside some time each week to plan out your posts and schedule them.



Instagram Best Practices: **CONTENT**

- Be **inspirational**. Try quotes, unique angles, and be artsy.
- Instagram is perfect for **contests** and promotion campaigns (use hashtags that correspond with the promotion).
- **You get what you give**. Want people to engage with your photos? Do the same with theirs.
- We recommend using **NO filters** unless it is absolutely necessary. The approved filters are: **Clarendon, Nashville,** and **X-Pro II**. Use X-Pro II sparingly.
- **DO NOT** use a filter on branded images.
- A **laid back style** is ideal for Instagram, as this is the best platform to reach younger demographics. However, you should still be professional with your content and tone when posting to Instagram.



Instagram Best Practices: **ENGAGEMENT**

- **Engage** with your audience.
- **Reply** to comments and questions as quickly as possible.
- If another business shares content from your page, comment on their post to **say thank you**. Do the same if a customer tags you in a post.



Instagram Best Practices: **MEASUREMENT**

All Business Instagram accounts can see the following about each post:

- **Impressions:** The total number of times a post has been seen.
- **Reach:** The number of unique accounts that saw a post. It is a measurement of your effective audience, as not all of your audience will see every post.
- **Engagement:** The number of unique accounts that interact with a post (like, comment, etc.).
- **Saved:** The number of unique accounts that saved a post to look back at later.
- **Profile Visits:** The number of users that visited your profile from a post.
- **Interactions:** The number of actions taken from a post.
- **Follows:** The number of new followers gained from a post.



Instagram Best Practices: **MEASUREMENT**

Once a Business Instagram Account reaches **100 followers**, you will be able to access some additional **Insights** regarding your audience:

- Total number of **Impressions** for the week.
- **Reach** for the week (total number of accounts reached for a given week).
- Total number of **Profile Visits** for the week.
- Total number of **website clicks** for the week
- **Audience**
 - Percentage of Women vs. Men
 - Age range of followers
 - Top locations of followers
 - Breakdown of the average times followers are on Instagram on a typical day and the days of the week that followers are most active.



Instagram Best Practices: **SCHEDULING**

- Try to post **no more than 3 times a day**. This gives your posts time to mature and get responses/feedback from followers.
- **Space out posts** so your audience has the chance to see your post and interact.
- Aim to post **at least 3 times a week**.
- **Post consistently**. A big gap in between posts can negatively impact audience engagement.

Instagram Hashtag Suggestions

#pigtailsandcrewcuts

#haircutsforkids

#firsthaircut

#babysfirsthaircut

#hairties

#hairbows

#kidshaircuts

#childrenssalon

#childrenshairsalon

#kidshairsalon

#braids

#updos

#kidshairstyles

#fauxhawk



Instagram Hashtag Loading Tips

To keep from cluttering your caption with hashtags, you can:

1. Include hashtags as a comment on the post after you've published the content.
2. Separate your hashtags from your caption by adding a few dots and line breaks. In your caption or comments box, just tap your **123 key** and select **Return**. Then enter a **period**. Repeat those steps at least five times. Remember, Instagram cuts off captions after three lines, so hashtags can only be viewed if followers click to see more.

Source: [Hootsuite's Complete Instagram Hashtag Guide for Business](#)



Instagram Hashtag Limits

The maximum number of hashtags you can use in a caption on an Instagram post is **30 hashtags**. Overloading your post with hashtags will likely attract spammers or people who only follow you in an attempt to gain more followers for themselves. Using too many hashtags in your post may also take away from the message you want to get across.

As a rule of thumb, use 5 to 10 hashtags if you want to include them in your caption. It might take some time to find your sweet spot, but you can do the following to help you determine that

- See how many hashtags industry influencers and your competitors are using.
- Keep track of the engagement your posts receive when experimenting with different amounts of hashtags.

Sources: [Hootsuite's Complete Instagram Hashtag Guide for Business](#)
[SproutSocial's How to Grow Your Audience with Hashtags for Instagram](#)



Competitor Hashtag Policy

Please don't use a competitor's hashtag. We want to be the superior brand in EVERY way. If this does fall under trademark infringement you don't want to be liable, just in case. Also, if your customers have never heard of "Sharkey's", let's not be the one to introduce them. Aside from those two large factors, it's in poor taste.

After diving deeper into this issue we may find that it's beneficial to us that they share our hashtag. They are educating their customers that there are better options. Our main focus should stay on being the stronger choice for families.



Competitor Hashtag Policy Con't

If you see a competitor using our hashtag:

- Please simply take a photo and email it to tunderwood@pigtailssupport.com or esatcher@pigtailsandcrewcuts.com. We need to see the name of the page.
- Don't comment on the post, don't share the post, and don't take any action on the post. This will help the post in search. Remember we encourage engagement on posts so that they perform stronger; more action means a stronger reach.
- **IF appropriate** we will privately reach out to page holders/owners discouraging them from using our brand. ***This does not mean they will stop***, however, a friendly note from our office may make them rethink their strategy.



Sample Posts and Images: The following images are a sampling of what's available on the Marketing Hub. Below we have included copy samples you can post with the images.



POST COPY: Come on in for fresh new style for Spring! We're open until 6 p.m. tonight!



Content from the Marketing Hub

Sample Posts and Images: The following images are a sampling of what's available on the Marketing Hub. Below we have included copy samples you can post with the images.



POST COPY: Happy Mother's Day from all of us at Pigtails & Crewcuts! We hope all moms feel the love today!



Sample Posts and Images: The following images are a sampling of what's available on the Marketing Hub. Below we have included copy samples you can post with the images.



POST COPY: We're hiring! We're looking to fill one stylist position and one receptionist position. If you enjoy working with kids and thrive working in a fun and fast-paced environment, contact us for an application.

