Pigtails & Crewcuts
haircuts for kids





Social Media Policy & Standards

Version

April 2023

Table of Contents

- Social Media Policy
  - Content
  - Engagement
  - Etiquette
  - Closed Group Page
  - Crisis Management
- Best Practices
  - Facebook
    - Content
    - Engagement
    - Measurement
    - Posting Schedule
  - Instagram
    - Content
    - Engagement
    - Measurement
    - Posting Schedule
    - Hashtags
      - Suggestions
      - Hashtag Loading Tips
      - Hashtag Limits

Pigtails & Crewcuts haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

Table of Contents

- Best Practices Cont'd
  - TikTok
    - Content
    - Engagement
    - Measurement
    - Posting Schedule
  - YouTube
    - Content
    - Engagement
    - Measurement
    - Posting Schedule
- Marketing Hub Content
  - Images & Sample Copy

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

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.

Pigtails & Crewcuts
haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

- Always receive a **signed 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.
  - Sharing a video from your YouTube channel

- **Post review process:** When possible, have someone else double check before you post to make sure spelling and grammar are correct.

Pigtails & Crewcuts
haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

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

Pigtails & Crewcuts haircuts for kids

Social Media Policy:
ENGAGEMENT

- Engage with your community to **build relationships** with your customers.
- Include a **call to action** (CTA) to encourage your audience to engage with your post.
    - Ex: Ask your audience to comment their favorite hairstyle.
- **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. For more information, see the section on Crisis Management.

Pigtails & Crewcuts
haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

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

  #pigtailssalon

  - Ex: #pigtailsbuckhead

  #pigtailsandcrewcuts

  #kidshairsalon

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

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

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

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 where you want to show emphasis. (EX: We're having a GIVEAWAY!)

Pigtails & Crewcuts
haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

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 pigtailssupport@123shoot.com.
- Positive quotes, kudos, and vibes are always accepted on the page

Pigtails & Crewcuts
haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

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.**

Pigtails & Crewcuts haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

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.

Pigtails & Crewcuts
haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

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 or use the one provided in the Marketing Hub to simplify the process of deciding what content to post.

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

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.

Pigtails & Crewcuts
haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

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.

Pigtails & Crewcuts
haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

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 to 5 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.

Pigtails & Crewcuts
haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

Instagram Best Practices: **CONTENT**

- Create a **content plan** to follow or use the one provided in the Marketing Hub to simplify the process of deciding what content to post.
- 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.

Pigtails & Crewcuts
haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

Instagram Best Practices: **CONTENT**

- 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.

Pigtails & Crewcuts
haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

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.

Pigtails & Crewcuts
haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.



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.

Pigtails & Crewcuts
haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

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.

Pigtails & Crewcuts haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

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 to 5 times a week.**
- **Post consistently.** A big gap in between posts can negatively impact audience engagement.

Pigtails & Crewcuts
haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.



TikTok 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**: trends/entertaining content, salon events, promotions, special offers, important news, etc.
- Share about the things on which you have **expertise**.
- TikTok is the perfect platform to experiment with fun, trendy videos
- For inspiration and to discover the most relevant trends for you, it's important to start engaging with TikTok yourself.

Pigtails & Crewcuts
haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.



TikTok Best Practices: **CONTENT**

- A laid back style is ideal for TikTok, as this is the best platform to reach younger demographics. However, you should still be professional with your content and tone when posting to TikTok.
- Use trending sounds, hashtags, filters, etc. to increase chances of appearing on user's For You Page.
- Make sure you research a trend, sound, filter or hashtag before using it to ensure its origins or associated topics align with the Pigtails & Crewcuts brand.

Pigtails & Crewcuts haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

TikTok 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.
- If you were inspired by another account or creator, don't forget to tag them for credit in the caption!

Pigtails & Crewcuts
haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

TikTok

TikTok Best Practices: **MEASUREMENT**

With a Business Account, you have access to advanced business tools (example: Business Creative Hub, analytics and more).

1. Create an account
2. Within the app, tap on the Menu button, then tap on Settings & Privacy, then Account and select Switch to Business Account.
3. Choose the category that best fits your business to receive customized content, events, and solutions.
4. You're all set! You can start posting content using TikTok's suite of creative tools, and share information about your products and services.

*Advertiser Accounts are available. Check the Marketing Hub for more information

Pigtails & Crewcuts haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.



TikTok Best Practices: **MEASUREMENT**

- If you want to access analytics, simply head to your profile, tap the three dots, choose “Creator tools,” and select “Analytics.”
- Analytics are organized into three main categories: Overview, Content, and Followers.

Pigtails & Crewcuts haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.



TikTok Best Practices: **SCHEDULING**

- TikTok recommends posting **1-4 times a day**.
- To find a posting schedule that will please both the TikTok algorithm and your fans, keep a close eye on your performance until you find a frequency that works.
- **Post consistently.** A big gap in between posts can negatively impact audience engagement.

Pigtails & Crewcuts haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

YouTube Best Practices: **CONTENT**

- Create informational videos with an entertaining approach. Make videos an experience audiences will remember.
- Be sure to post a nice **mix of content**:
  - Promotional - awareness
  - Industry expert - decision/interest
  - Salon-specific - action
- Share about the things on which you have **expertise**.
- Always use **branded video/imagery/graphics** when possible. Branded videos are available for download on the Marketing Hub.
- Create YouTube Shorts.

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

YouTube Best Practices:

ENGAGEMENT

- Build relationships by connecting with viewers. Ask them questions, either about your industry or to find out what videos they want you to make. Anything that starts a conversation.
- Create YouTube Shorts to drive up engagement.
- Use info cards and “watch next” screens.
- Use a target keyword in your video file’s name.
- A good formula for titles is to help viewers solve a problem or learn how to do something.
- Choose applicable keywords or tags.
  - Always include:
    - Pigtails & Crewcuts
    - Your city or other geo

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

YouTube Best Practices:

MEASUREMENT

To access YouTube Analytics, sign into your account and select your profile icon. Then select YouTube Studio and click on the analytics icon on the left menu. YouTube Analytics includes:

- **Overview**: shows you a summary of how your channel and videos are performing.
- **Content:** a summary of how your audience finds and interacts with your content and what content your audience watches.
- **Reach (video level):** gives you a summary of how your audience is discovering your channel. (impressions, impressions click-through-rate, views, and unique viewers.)

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

YouTube Best Practices:

MEASUREMENT

To access YouTube Analytics, sign into your account and select your profile icon. Then select YouTube Studio and click on the analytics icon on the left menu. YouTube Analytics includes:

- **Engagement (video level):** a summary of how long your audience is watching your videos. (Audience Retention, Likes/Dislikes, End Screen Element Click Rate, Top tagged products)

- **Audience:** a summary of the sort of viewers watching your videos. (returning and new viewers, unique viewers, subscribers, and total members)

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

YouTube Best Practices:

SCHEDULING

- If possible, post 1-4 videos per week.
- Post to YouTube Shorts at least 3 times per week.
- **Post consistently.** A big gap in between posts can negatively impact audience engagement.
- Come up with a specific posting schedule.
  - i.e. A new video every Monday at 4 p.m.
- Set realistic goals.
  - Think realistically about how much time you have to devote to YouTube and how much time you need to spend on a video.

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

Hashtag Suggestions

#pigtailsandcrewcuts
#haircutsforkids
#firsthaircut
#babysfirsthaircut
#hairties
#hairbows
#kidshaircuts
#childrenssalon
#childrenshairsalon
#kidshairsalon
#braids
#updos
#kidshairstyles
#fauxhawk

Pigtails & Crewcuts
haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

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

Pigtails & Crewcuts haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

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

Pigtails & Crewcuts
haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

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.

Pigtails & Crewcuts
haircuts for kids

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

Competitor Hashtag Policy Con't

If you see a competitor using our hashtag:

- **Please simply take a photo and email it to tvona@pigtailssupport.com or msaimeri@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.

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

Content from the Marketing Hub

Monthly Content Calendars

Monthly Content Calendars are uploaded onto the Marketing Hub that include graphics, captions and which date to post.



© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

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!

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

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!

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

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.

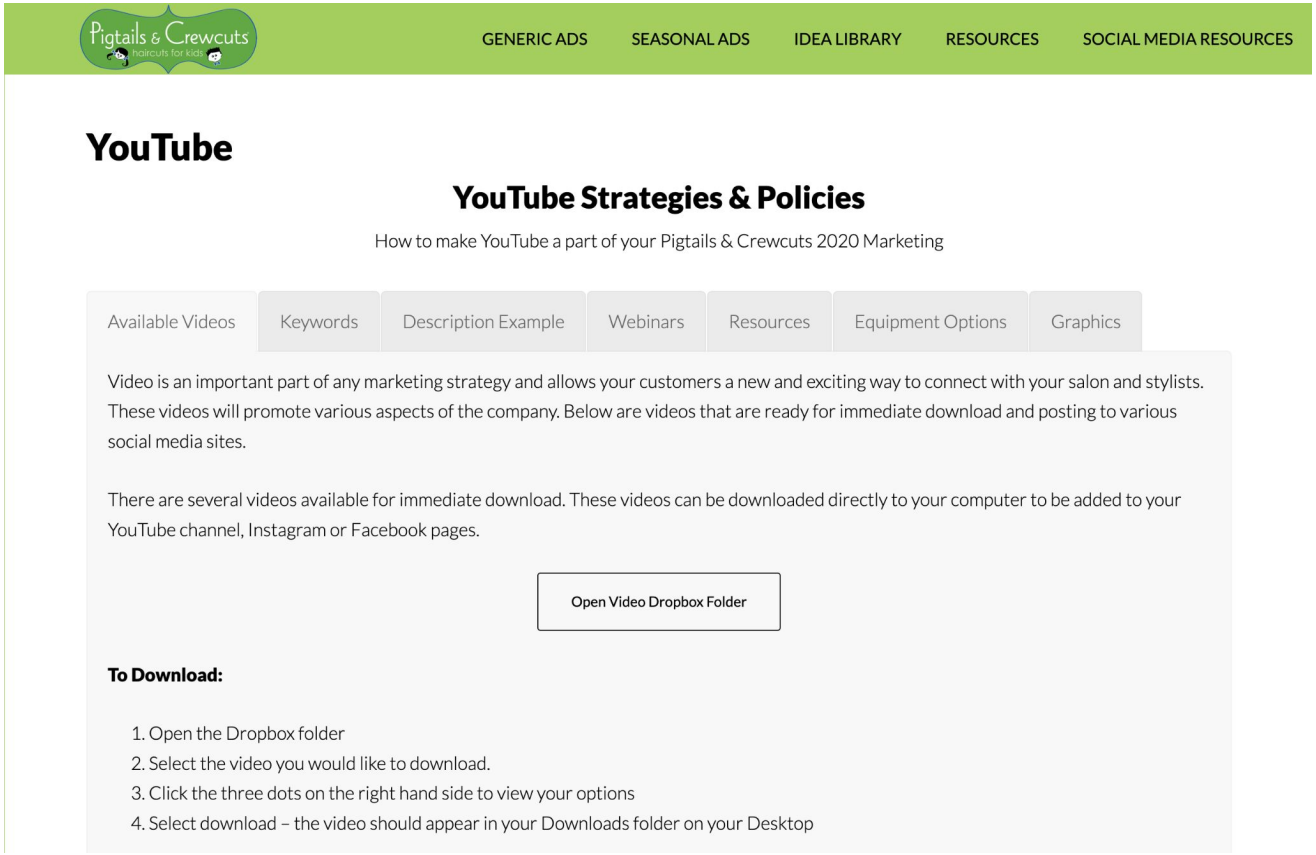


POST COPY: We're hiring! We're looking to fill one stylist position and one receptionist position. If you enjoy working with kids and thrive working in a fun and fast-paced environment, contact us for an application.

© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

YouTube Videos

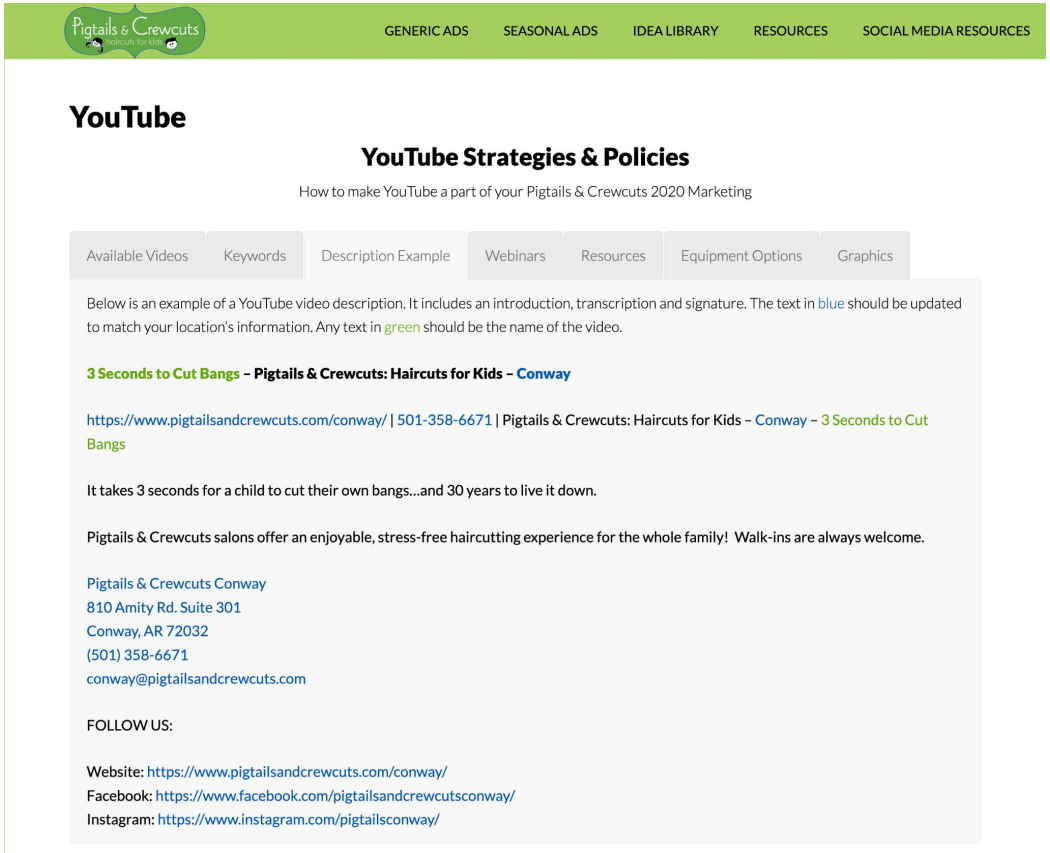
Branded videos and bumper videos are available for download on the Marketing Hub.



© Copyright 2017 Pigtails & Crewcuts. All rights reserved.

YouTube Video Description

Video description examples are included on the Marketing Hub. Check the color coding to see what to customize for your video's title and description.



© Copyright 2017 Pigtails & Crewcuts. All rights reserved.