EDUCATION

HOLIDAY PROFIT CHEAT SHEET

How to use your Socials during the busy season



CO-CREATED with

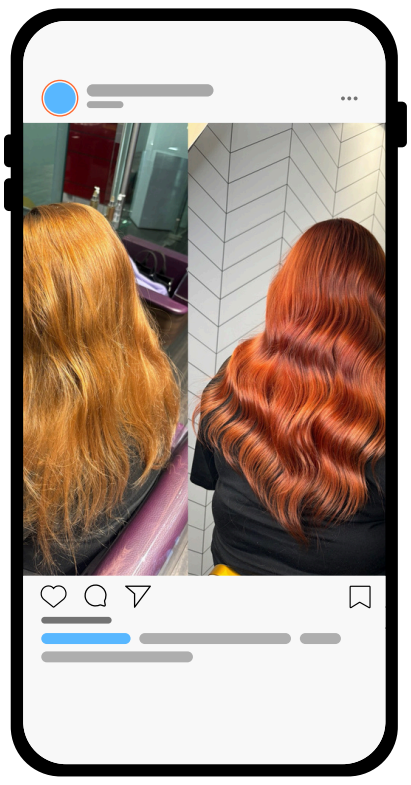
Charlene Denny
Wella Studio Dublin Technical educator

WELLA PROFESSIONALS

HOLIDAY PROFIT CHEAT SHEET

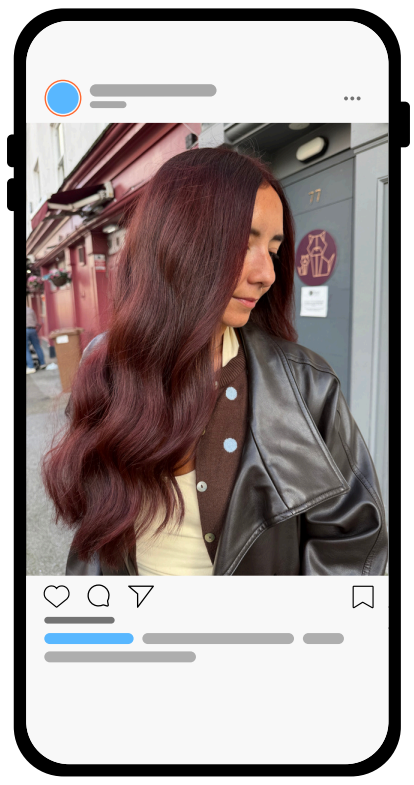
CONTENT IDEAS

HAIR TRANSFORMATIONS

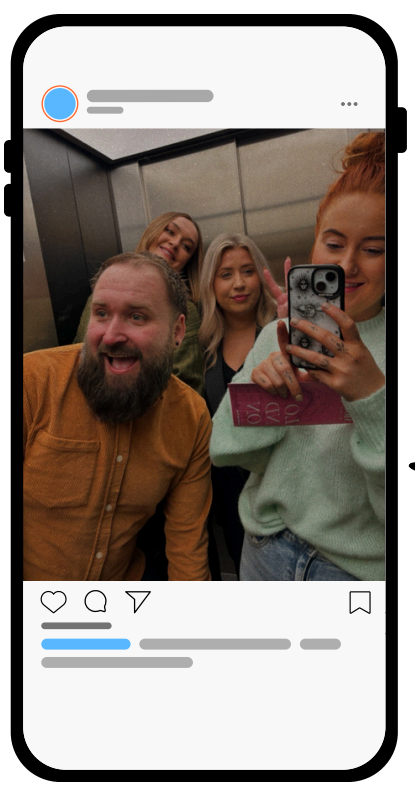


Images or reels are great for both types of content

THE HAIR REVEAL

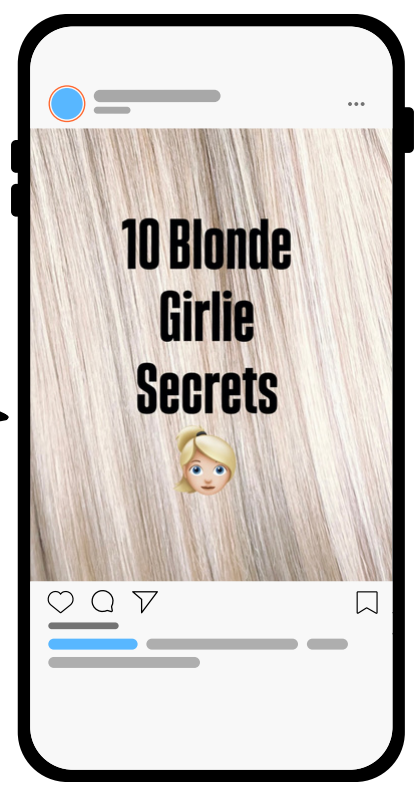


BEHIND THE SCENES



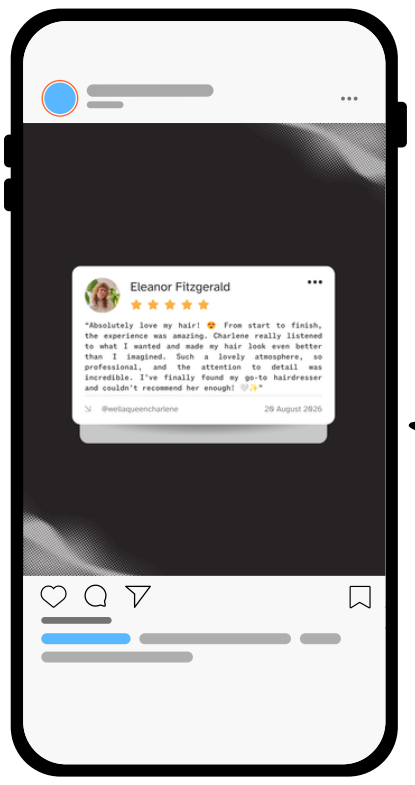
Let your clients see how the set-up works or the pranks that the team pull on eachother

HAIR ADVICE



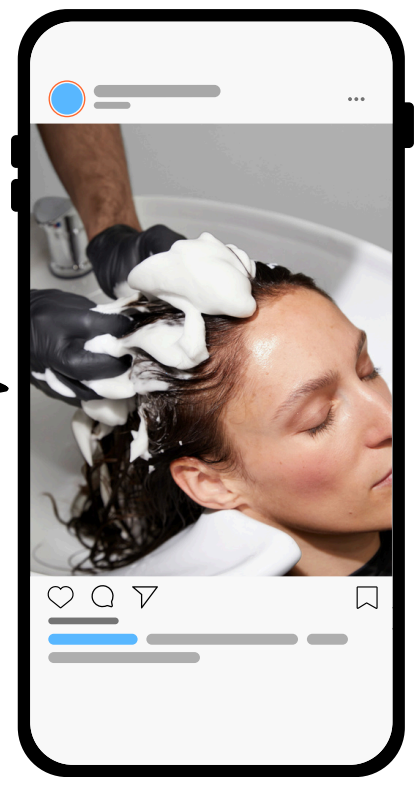
What advice would you like your clients to follow at home?

CLIENT REVIEWS



Show potential clients what your current clients think of you!

SALON EXPERIENCE



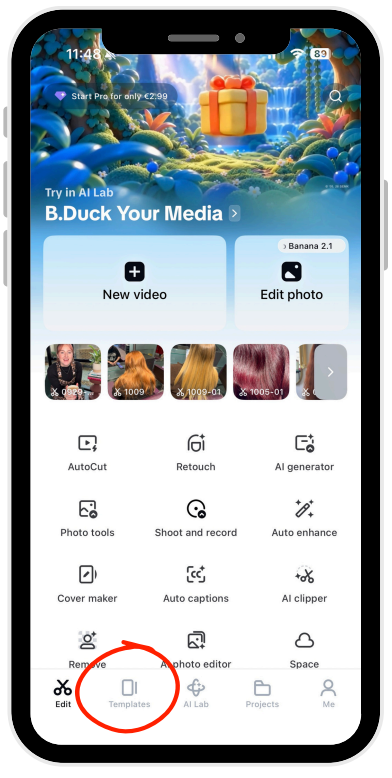
Give potential clients a glimpse into the premium service vthat is offered in your space

CLICK TO WATCH THE FULL VIDEO

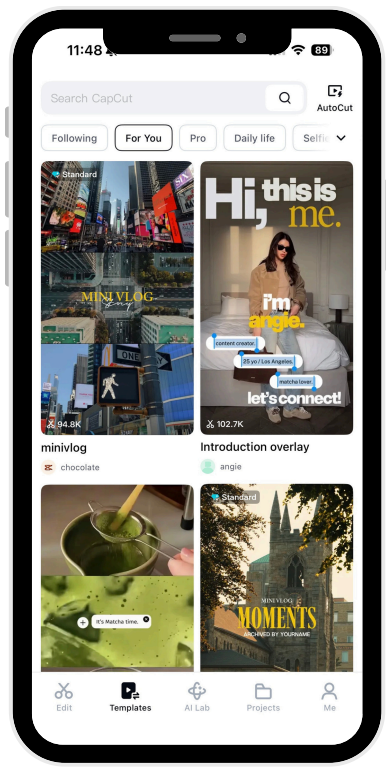
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EDITING APP TEMPLATES

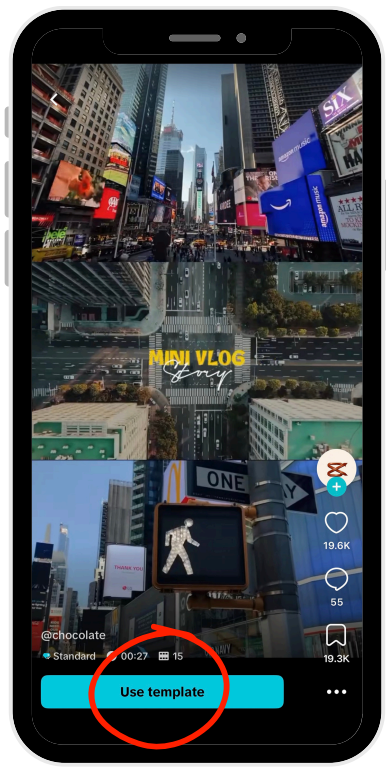
There are many editing apps to choose from; i prefer ‘CapCut’ but there is also ‘inShot’ & ‘Edits’ that are very user-friendly. Each of these apps have a template section to help you build your content within minutes!



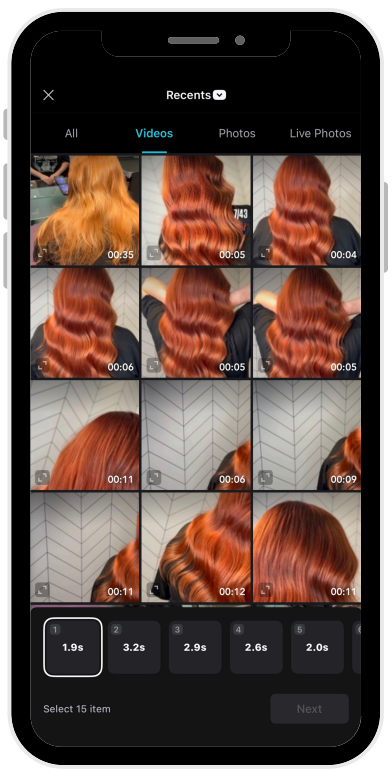
FROM YOUR HOME SCREEN, CLICK ‘TEMPLATES’ON THE TOOLBAR ACROSS THE BOTTOM OF THE SCREEN



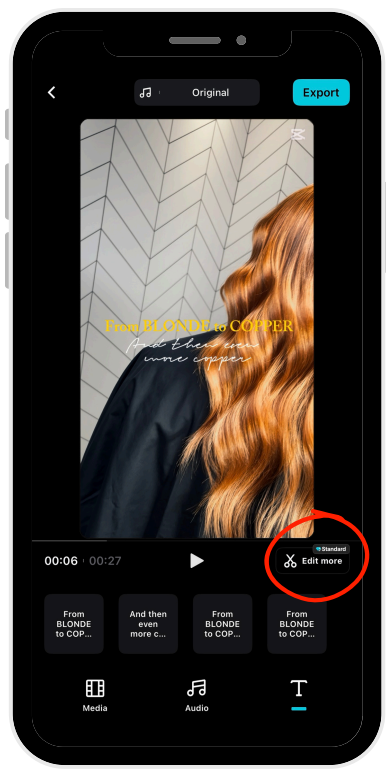
CHOOSE A TEMPLATE THAT SUITS YOUR STYLE. YOU CAN ALSO SEARCH FOR TEMPLATES THAT HOLD A SPECIFIC AMOUNT OF CLIPS



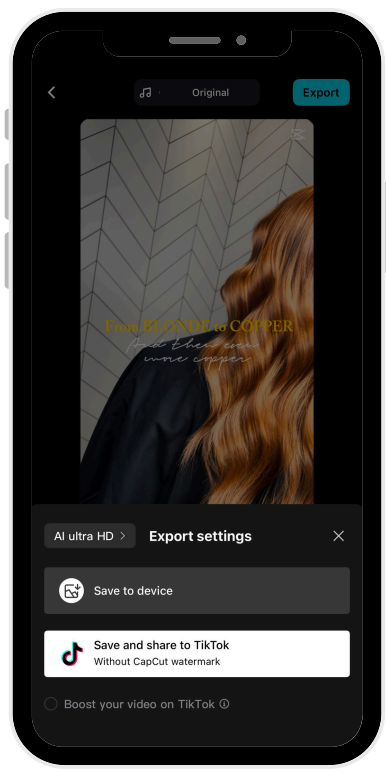
CLICK THE TEXT TO CHANGE WORDING, FONT/COLOUR OR ELSE DELETE IF IT’S NOT NEEDED. TO EDIT THE TEMPLATE, CLICK ‘USE TEMPLATE’



CLICK ON THE VIDEOS YOU WOULD LIKE TO ADD TO THE TEMPLATE. REMEMBER TO CLICK ON THEM IN ORDER!



ALTER THE CLIPS FURTHER BY CLICKING ‘EDIT MORE’ TO MAKE SURE THE RIGHT SEGMENTS OF EACH VIDEO ARE BEING SHOWN



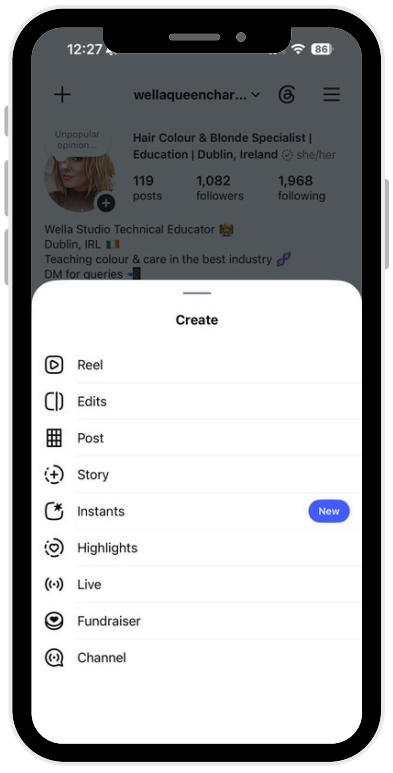
FINALLY, SAVE YOUR CREATION TO YOUR DEVICE OR ELSE UPLOAD STRAIGHT TO A PLATFORM

CLICK TO WATCH THE FULL VIDEO

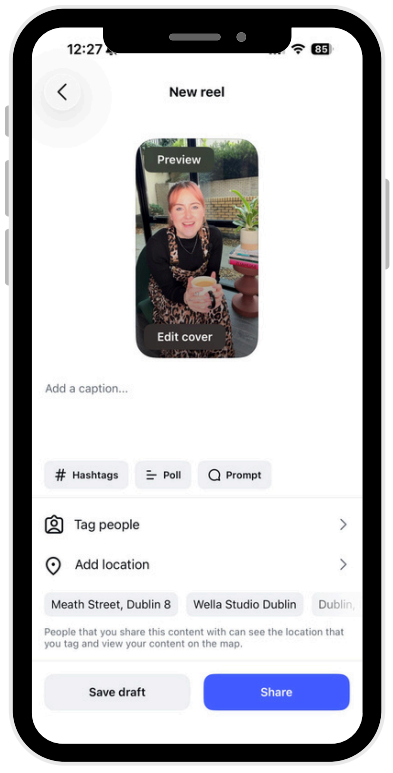
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SCHEDULE YOUR CONTENT

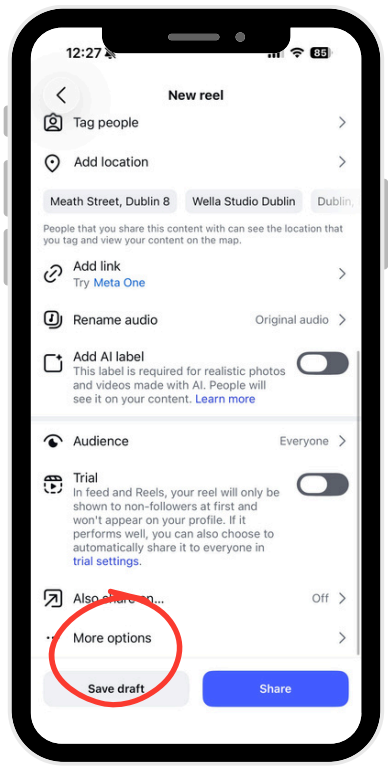
FORGET ABOUT CONTENT DURING THE BUSY SEASON WITH THE ABILITY TO SCHEDULE ALL CONTENT WITH INSTAGRAM BEFORE THE BUSY PERIOD EVEN STARTS!



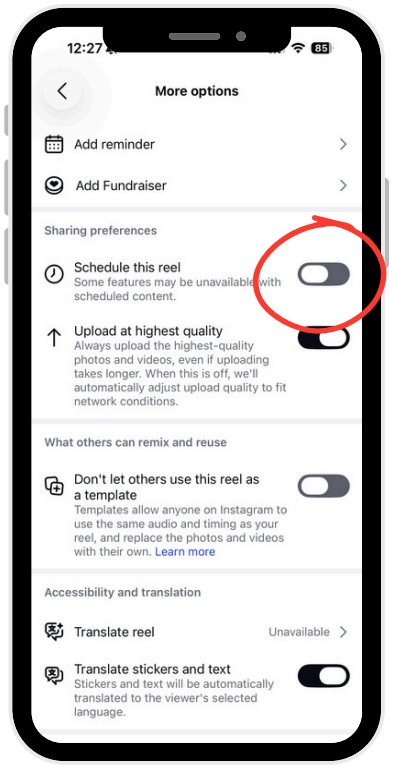
CHOOSE THE FORMAT OF CONTENT YOU WISH TO POST AND CLICK ON THE IMAGERY/VIDEOS THAT YOU WISH TO UPLOAD



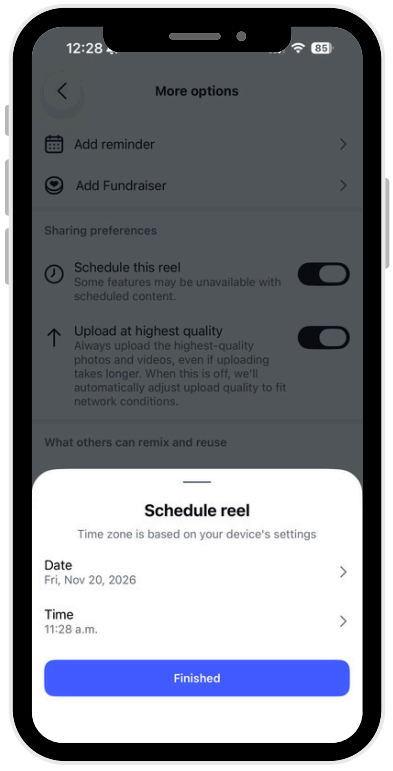
CHOOSE YOUR GRID COVER, THE CAPTION AND ANYONE THAT YOU WISH TO TAG. THEN SCROLL DOWN TO THE BOTTOM.



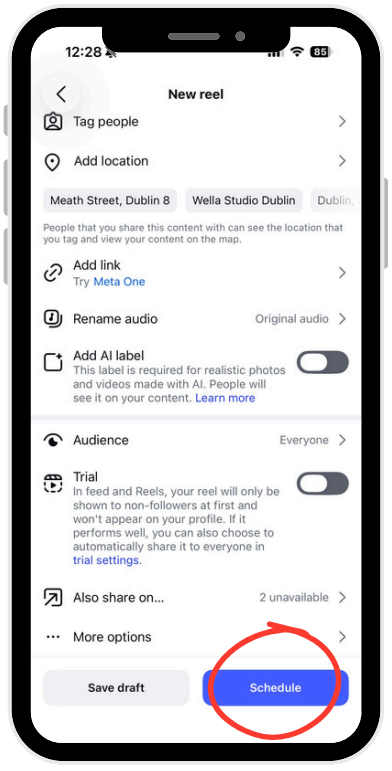
CLICK INTO ‘MORE OPTIONS’



CLICK INTO ‘SCHEDULE REEL/POST’



CHOOSE THE TIME AND DATE OF WHEN YOU WISH YOUR CONTENT TO BE MADE PUBLIC AND CLICK FINISHED



FINALLY, CLICK BACK AND SCROLL TO THE BOTTOM WHERE YOU WILL SEE A TAB THAT SAYS ‘SCHEDULE’ INSTEAD OF ‘SHARE’. REPEAT THIS FOR ALL DECEMBER CONTENT

CLICK TO WATCH THE FULL VIDEO