

Social Media for Salon Businesses



This course has been developed for beauty, holistic and nail business owners who are looking for ways to optimize their social media usage to best promote their business. The course is suitable for any beauty, holistic or nail business owner, whether at home, mobile or in a salon. The course is packed-full of tips and tricks to help you understand and use your social media accounts to the full.

Entry Requirements:

None

More about the course:

Module List

- ❖ Introduction to Social Media Marketing
- ❖ Content
- ❖ Content Continued
- ❖ Stories and Live Features
- ❖ Engagement
- ❖ Algorithms & Getting Your Content Seen
- ❖ Influencers and who to follow
- ❖ Consent
- ❖ Hashtags
- ❖ Advertising your social media presence and how The Guild can help

CPD Points

10

Qualification Obtained:

GTi Award