



A Place for Passionate + Purpose Driven Salon Owners  
to Create an Awesome Biz + Brand + Life

# Social + Digital Media Trends + Updates Summer 2021



# Overview

- **Getting Clear On Your Objectives**
- **The Awesome Client Journey Review**
- **What's New with Social**
- **What's New with Digital**
- **Next Steps**



# Start With Your Objectives

- Why is your business online?
- What outcome are you seeking?
- Which platforms can help you reach those outcomes?
- Where are your clients hanging out online?
- How will you engage?



# EXAMPLE

## Why Are You Online

To build deeper relationships with current and future team members + clients

Inspire clients + team members

Connect with and amplify local businesses

## Objectives

Create content that solves my peoples' problems

Deepen engagement through content that resonates with my people

Increase new client referrals

Attract team members who fit my brand





**revenue is the result  
not the reason**

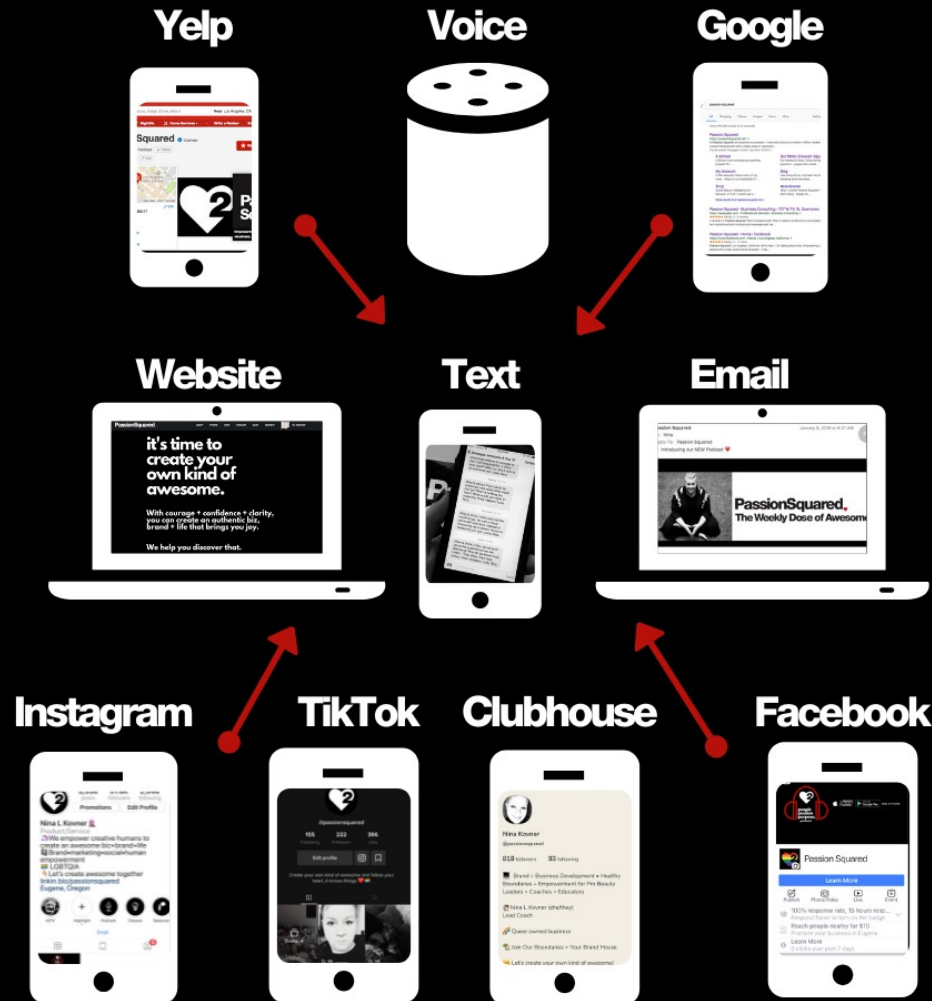


# The Awesome Client Journey Online

## Let's Review



# The Awesome Client Journey Online



# **Why The Awesome Client Journey Matters**

**User Experience Matters**

**Search engines are only indexing awesome experiences**

**One click is about all we have...**

**Can I do business with you in one click?**



**Are You Discoverable? What action will I take when I find you?**

**Intent-** I want something

**Search-** I am going to look for it

**Discovery-** Yay, I found it

**Action-** I am going to click, call, book



# How Is Your Client Journey Today?

Discovery to booking/purchasing

Booking to confirmation

Confirmation to appointment day

Appointment

Post Appointment



# Audit Your Client Journey

- Search your business on search engines
- Ask Siri and/or Alexa for a business recommendation
- Click on links on your website
- Is it easy to see who, where, why you are on your socials?
- Try to purchase a gift card/product/service on your website or socials
- Call your business from your website homepage
- Contact your business via Instagram
- Subscribe to your newsletter
- Search hashtags on Instagram
- Search keywords on Yelp
- Search for your business on Facebook
- Book an appointment with your business at 10pm
- Can a client book a virtual consult/appt? Is it simple to do?
- Can a client simply purchase products/services online?





**business and brands  
are built by consistently  
executing the fundamentals**



# **Social + Digital Media Fundamentals**



**Clarity on audience, objectives + purpose for being online**



**Content creation which focuses on solving problems + adding value**



**Page optimization; who you are, why you are, where you are**



**Authenticity, Attention + Listening**

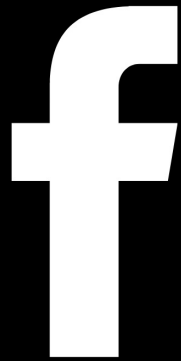


**Consistency**

# Social + Digital Media- **Macro** Trends

- **Monetization**
- **Social commerce/shopping**
- **Inclusion**
- **Purpose driven content and stories**
- **Audio**
- **Authenticity**
- **Photo dumps still holding ground**
- **Privacy/Transparency**
- **Controlling misinformation and disinformation**





# **What's New Facebook**



# Facebook Groups

According to Facebook, there are 70 million active Facebook group admins and moderators. Sitting “at the heart of Facebook’s mission of building community,” groups are currently one of the platform’s priorities.

To streamline the work of group admins and moderators, Facebook just introduced several new dedicated features:

- **Admin Home** – a dashboard for all group tools, settings and features.
- **Admin Assist** – an automated, customizable tool for moderating spam and creating rules restricting some users’ ability to participate in discussions.
- **Conflict Alerts** – an AI-powered system for notifying admins of escalating conversations.
- **Slowing down conversations** – a feature allowing admins to apply temporary restrictions to heated threads.
- **Member summaries** – a track record of each group member’s activity within a group, visible only to group admins.



<https://about.fb.com/news/2021/06/new-tools-to-help-group-admins-manage-their-communities/>



# Facebook Audio

▼ LIVE 6 1.8K ... ✕

## Live Audio Room - Beta Test with Fidji and Boz



Mark ✓  
Host



Fidji ✓



StoneMou... ✓



Andrew ✓



The Fierce...



QueenElim...

### Followed by the Speakers



People can see that you're in the room. You can leave quietly at any time.



You

know often more important than  
some of the monetization and



Anshu



▼ LIVE 6 1.8K ... ✕

## Live Audio Room - Beta Test with Fidji and Boz

### Invite Listeners



Share Room Link

<https://fb.audio/live/arjbiedm...>

Share



Write Post



Share to a Group

### Suggested



Tanya Ramirez

Invite



Aura Mae

Invite



Kristen Campbell Don...

Invite



Tracy Ftacek

Invite



Amanda Bravo

Invite



Toni Menconi

Invite



# Facebook Pay



Facebook Pay on  
Facebook

[Learn More](#)



Facebook Pay on  
Instagram



Facebook Pay on  
Messenger

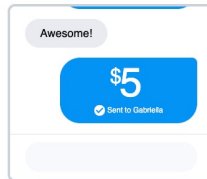
[pay.facebook.com/](https://pay.facebook.com/)

[pay.facebook.com/getting-started/](https://pay.facebook.com/getting-started/)



# Facebook Pay

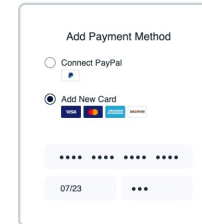
## How it works



### Open your favorite app

Start a payment on the apps you already use. There's no need to download a separate app.

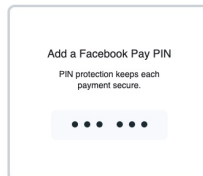
## How it works



### Enter your payment details

Add the credit card, debit card or PayPal account you'd like to use. You can update your preferred payment method any time within Facebook Pay settings.

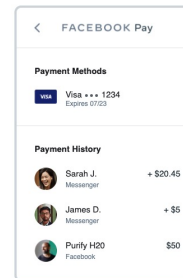
## How it works



### Create a Facebook Pay PIN

Protect yourself from unauthorized transactions with a personalized PIN to control access. Once it's enabled, you will be prompted to enter it before each purchase.

## How it works

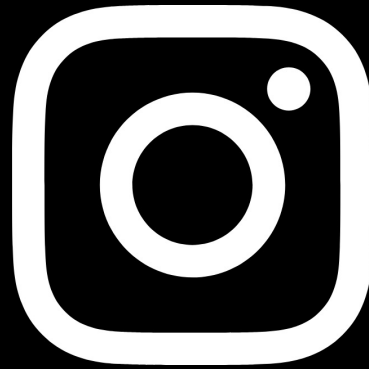


### Manage your payment information

Use your Facebook Pay settings to update your preferred payment method at any time. You can also view your transaction history across all connected apps in your settings.

[pay.facebook.com/](https://pay.facebook.com/)  
[pay.facebook.com/getting-started/](https://pay.facebook.com/getting-started/)





# What's New Instagram

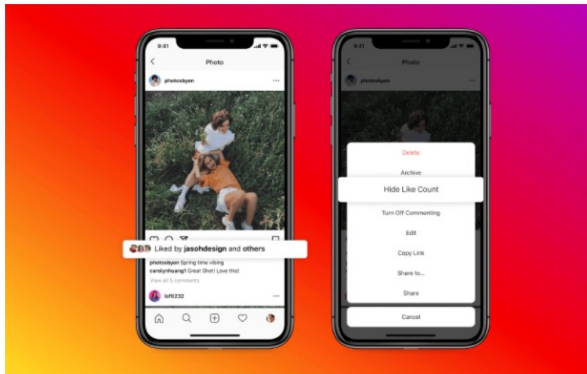


# Instagram Like Hiding Options

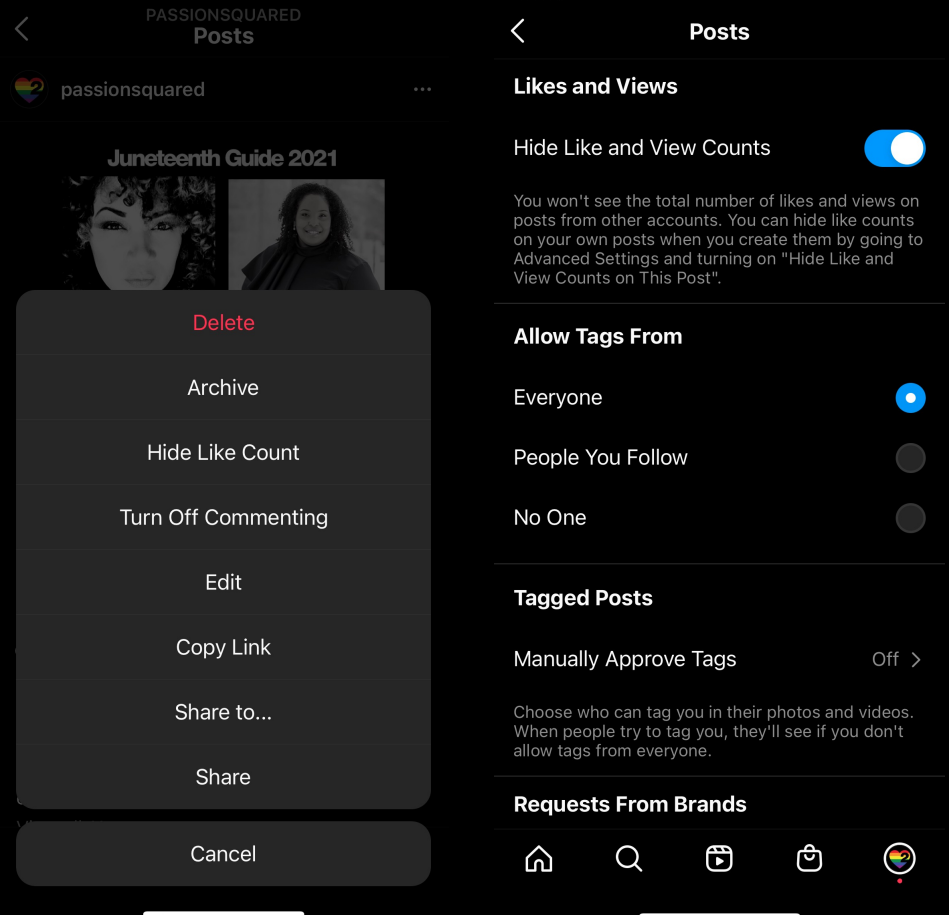


## New options to hide public like counts

Starting today, we're giving you the option to hide like counts on all posts in your feed. You'll also have the option to hide like counts on your own posts, so others can't see how many likes your posts get. This way, if you like, you can focus on the photos and videos being shared, instead of how many likes posts get.



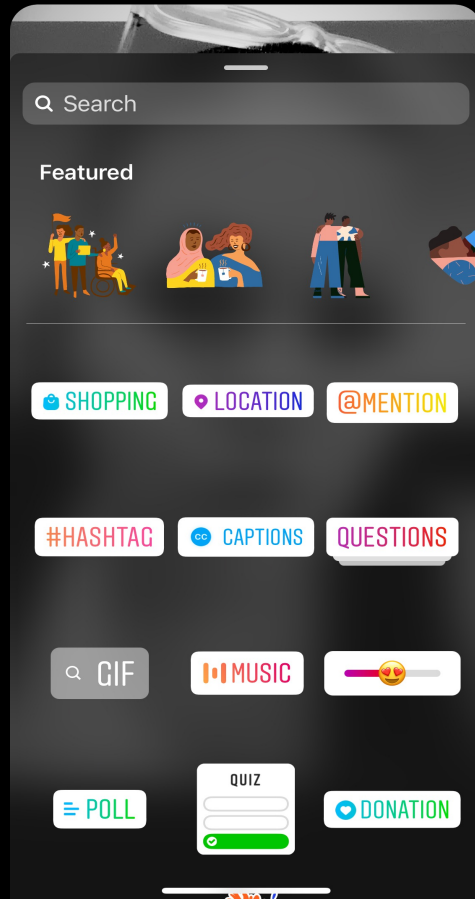
You can hide like counts on others' posts by visiting the new Posts section in Settings. This control applies to all the posts in your feed.



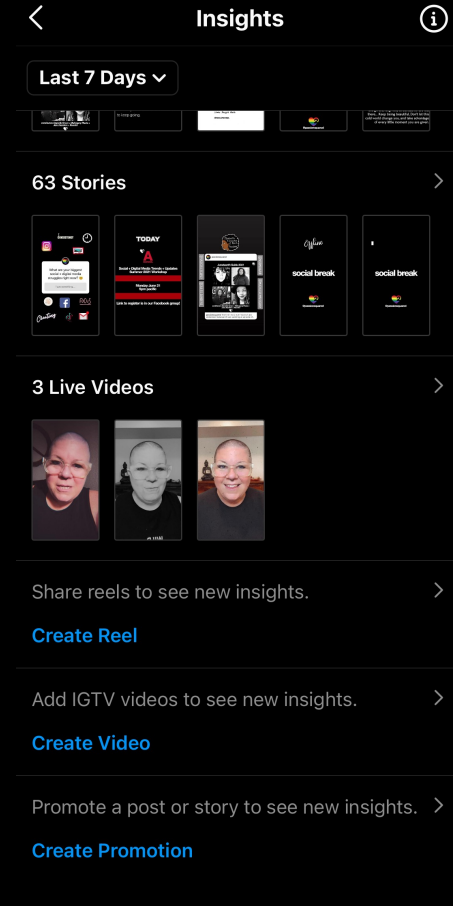
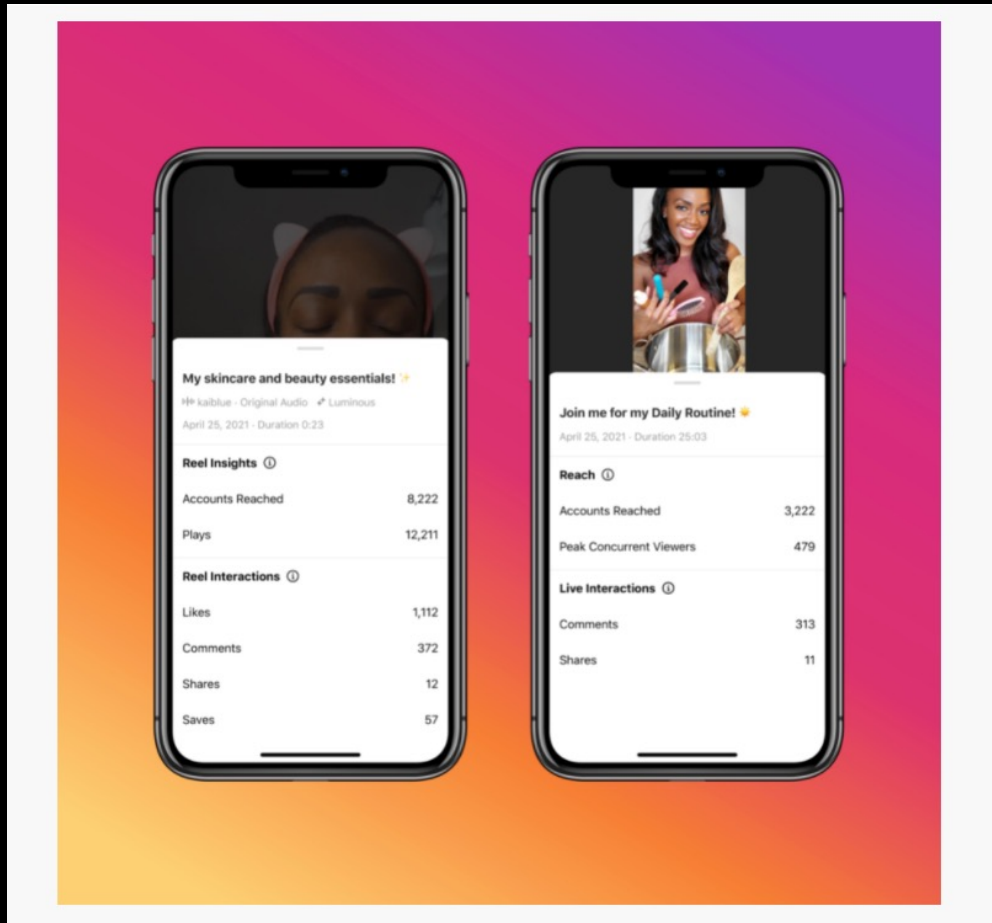
[about.instagram.com/blog/announcements/giving-people-more-control](https://about.instagram.com/blog/announcements/giving-people-more-control)



# Instagram Stories Captions



# Reels and IGTV Insights



[business.instagram.com/blog/introducing-instagram-reels-and-live-insights-tools](https://business.instagram.com/blog/introducing-instagram-reels-and-live-insights-tools)



# Reels Remix

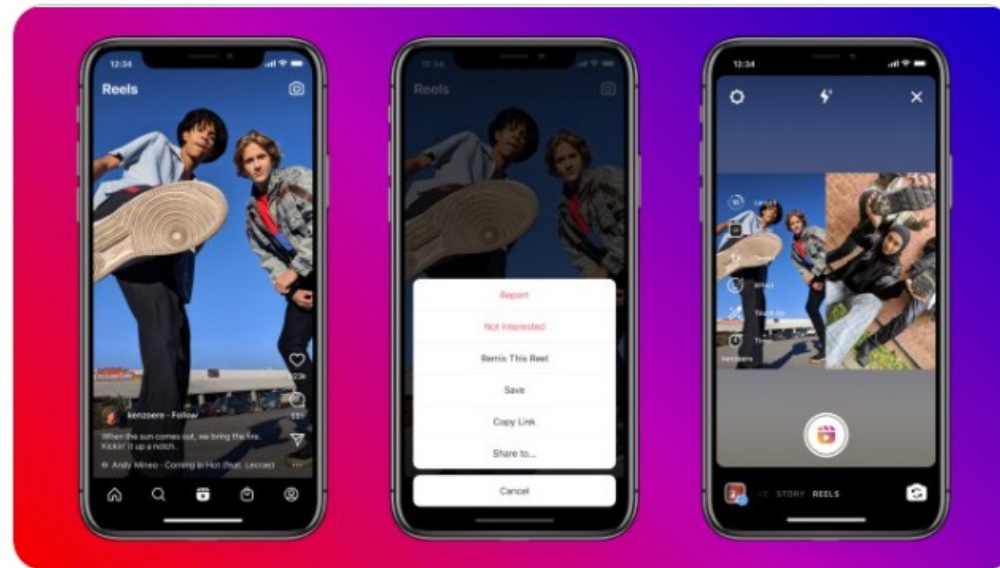


Instagram  @instagram · Mar 31

Re-re-re-remix 🤪

Now you can use the Remix feature in Reels to create your own reel next to one that already exists 🥰

Whether you're capturing your reaction, responding to friends or bringing your own magic to trends, Remix is another way to collab on Instagram ✨



156

437

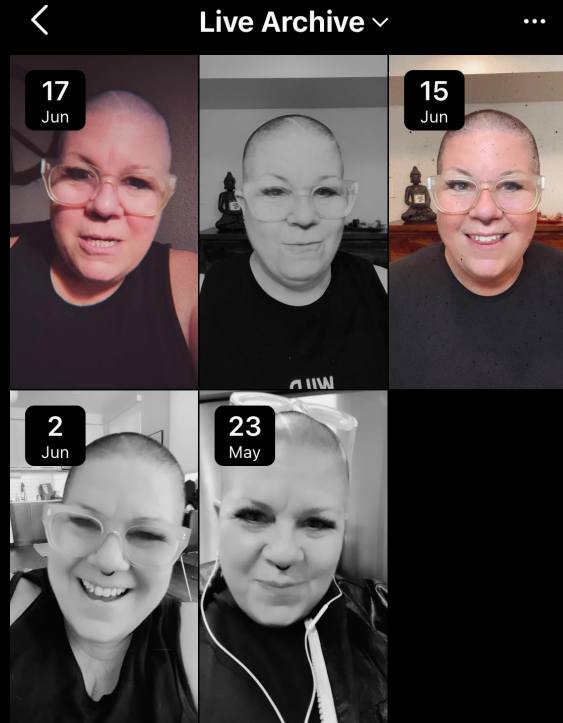
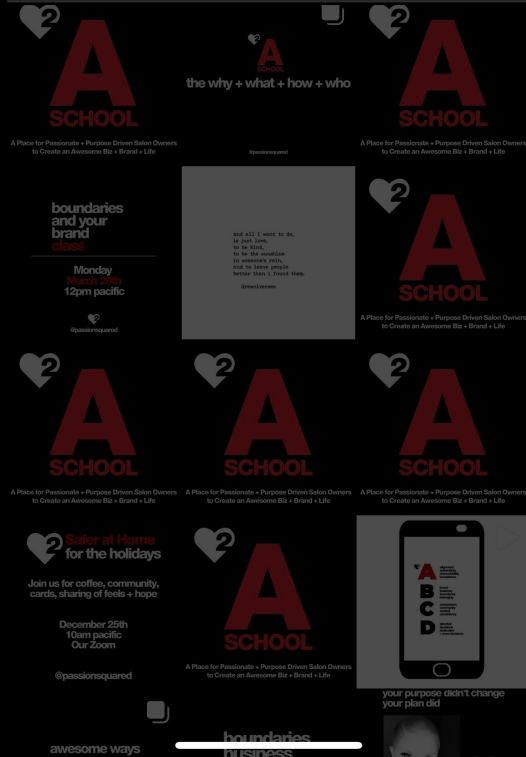
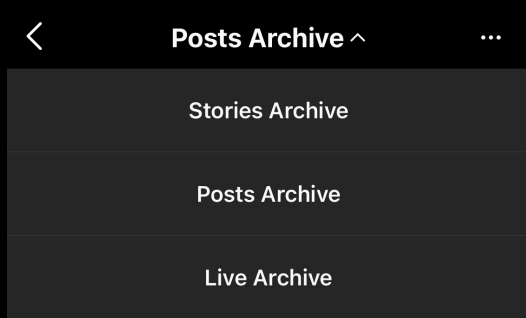
903



[later.com/blog/instagram-reels-remix/](https://later.com/blog/instagram-reels-remix/)




# Instagram LIVE Archives




# Instagram LIVE with Multiple People



# Instagram LIVE Badges

 **Badges**

**Status**  

 Eligible >

**Settings**  

Estimated Earnings >

Payout Account >

**Bonuses**  






Badges Milestones >


**Support**  

Learn More >

About Badges Milestones >

Badges Tips >

 **Badges Milestones**






**Use Badges With Others**  
Co-host a live video with another account for at least 30 minutes.  



Complete By 7/17/21, 9:55 AM

Milestone Bonus \$150

**Milestones to Unlock** ^  
**Use Badges Weekly**  
Unlock by completing previous milestones.  

Milestone Bonus \$250

**Completed Milestones** v  
To earn bonuses, you must follow the badges milestones rules and eligibility requirements.  
    

 **Estimated Earnings** 

**\$112.55**  
Estimated Earnings  
April 28, 2021 - June 17, 2021  
Earnings include a \$100.00 bonus from Instagram.  
Your earnings are sent directly to your account on file. [Learn More](#)

**Feelings check** 🥰  
June 17, 2021  

Estimated Earnings \$100.69  
Includes \$100 bonus from Instagram

Badges 1

See Supporters >

**Testing Badges** 🧪  
April 28, 2021  

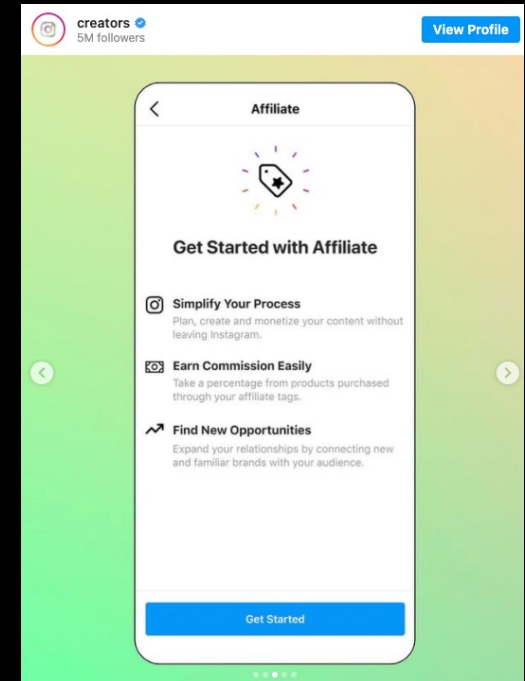
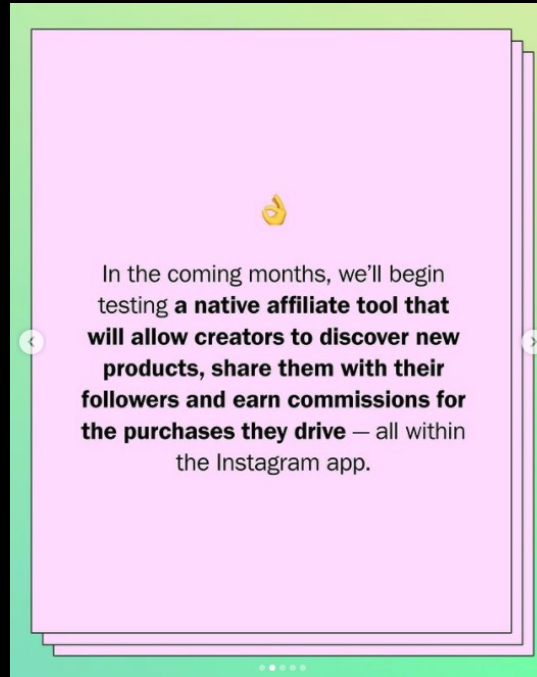
Estimated Earnings \$11.86

**Enable Badges**

[help.instagram.com/266121941428400](https://help.instagram.com/266121941428400)



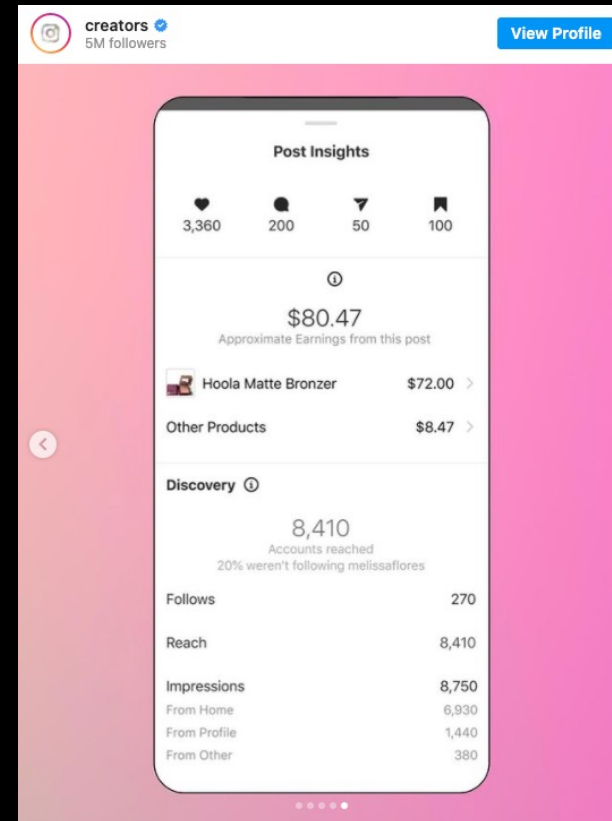
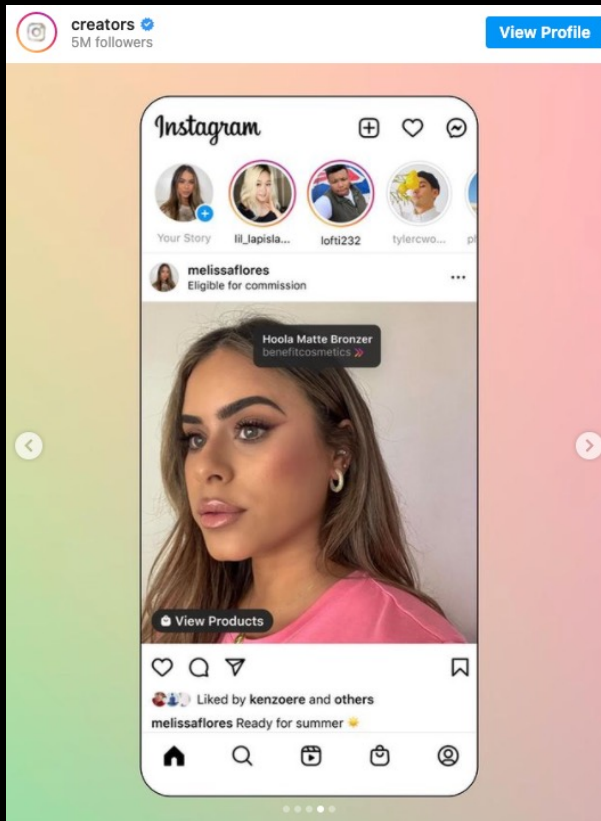
# Instagram Affiliate



[instagram.com/p/CP3q2MvhByp/](https://www.instagram.com/p/CP3q2MvhByp/)



# Instagram Affiliate



“In the coming months, we’ll begin testing a native affiliate tool that will allow creators to discover new products available on checkout, share them with their followers, and earn commissions for the purchases they drive — all within the Instagram app,” shared Instagram.


[instagram.com/p/CP3q2MvhByp/](https://www.instagram.com/p/CP3q2MvhByp/)



# Instagram Pronouns in Profiles





Cancel Edit Profile Done

---



Change Profile Photo

---

Name	Nina L Kovner
Username	passionsquared
Pronouns	her/them
Website	<a href="https://linktr.ee/passionsq...">https://linktr.ee/passionsq...</a>
Bio	 Context Creator  Coaching for Salon Owners + Leaders  Brand • Business • Boundaries  Download our

---

Profile Information

Page	Passion Squared >
Category	Business Consultant >
Contact Options	Email >

[instagram.com/p/CP3q2MvhByp/](https://www.instagram.com/p/CP3q2MvhByp/)






**What's New?**  
**Tik Tok**







News

Product

Community

Safety

Company

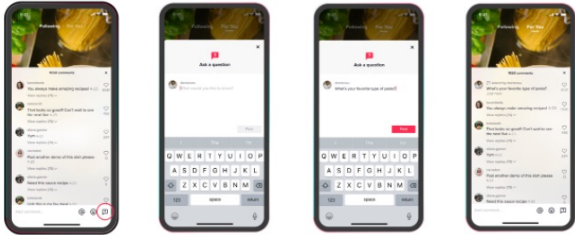
United States


## Q&A rolls out to all creators

On TikTok, one video can cascade into continuous learning and discovery. When you upload a video or go LIVE, it's only the beginning of spirited conversations that soon spill over into comment threads and lively stream chats.

Questions and answers are a big part of conversations on TikTok. Viewers ask questions to learn more about a creator and dive deeper into content, and creators answer audience questions to connect directly with their communities.

Today we're making it easier than ever for people to engage with the release of TikTok Q&A, a new question and answer feature that gives viewers and creators new ways to connect. In videos, users will be able to designate their comments as Q&A questions, which are then labeled as questions in the comments section. This makes it easy for a creator to quickly identify and answer questions in their videos' comments.





Product

Community

Safety

Company

United States

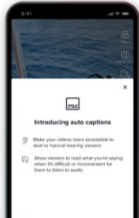
## Introducing auto captions

*By Stephanie Hind, Manager, Creator Management and Operations, TikTok US*

Inclusivity is important because when people feel included, they're more comfortable expressing themselves and engaging with their community. We're committed to fostering an inclusive app environment, and that means building products and tools that support our diverse community. As we continue working to make TikTok ever more accessible, today we're introducing auto captions, a new feature to help people who are hard of hearing or deaf better use and enjoy TikTok.

### How auto captions work

Auto captions automatically generate subtitles, allowing viewers to read or listen to content. **As creators make content, they can select auto captions in the editing page after they've uploaded or recorded a video so that text is automatically transcribed and displayed on their videos.**







# What's New YELP

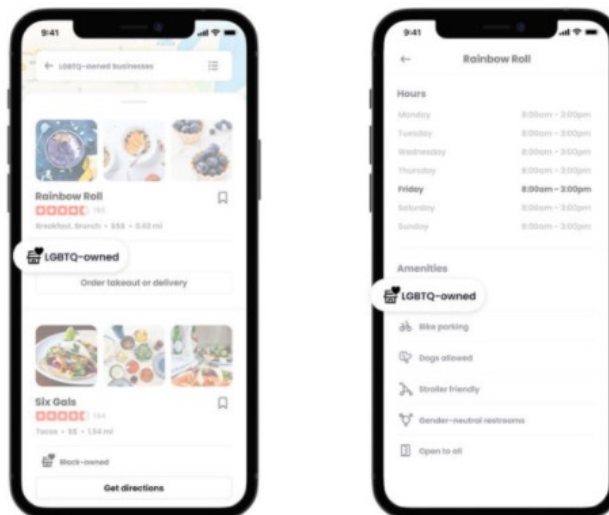


# YELP LGBTQ Owned/Open To All

1. Log in to Yelp for Business ([Business Information tab](#))
2. In the Amenities section, click Add or Edit
3. Select Yes next to “LGBTQ-owned” and/or “Open to All”
4. Click Save Changes

We hope this new attribute empowers millions of LGBTQ-owned businesses across the country and encourages consumers to drive more dollars directly to the bottom line of these businesses. Business owners can find more information and resources in [Yelp’s LGBTQ+ resources hub for business owners](#).

“As a member of the LGBTQ+ community, we are thrilled to add this new attribute to our business page and make it easier for people to find our business, support the work we’re doing, and know that they’re in a safe and welcoming space,” says LeAnn Mueller, founder of [La Barbecue](#) in Austin, TX.



# YELP LGBTQ Owned/Open To All

## Amenities and more

Please note, certain subjective business details (such as "Good for Groups") can only be updated by the Yelp community.

### Offers Military Discount

☐ Yes

### Open to All

☒ Yes ☐ No

### Sanitizing between customers

☐ Yes ☐ No

### Asian-owned

☐ Yes ☐ No

### Temperature checks

☐ Yes ☐ No

### Latinx-owned

☐ Yes ☐ No

### Staff checked for symptoms

☐ Yes ☐ No

### Women-owned

☐ Yes ☐ No

### Contactless payments

☐ Yes ☐ No

### Staff wears masks

☐ Yes ☐ No

### In-person visits

☐ Yes ☐ No

### Hand sanitizer provided

☐ Yes ☐ No

### Black-owned

☐ Yes ☐ No

### Social distancing enforced

☐ Yes ☐ No

### Masks required

☐ Yes ☐ No

### Staff wears gloves

☐ Yes ☐ No

### LGBTQ-owned

☒ Yes ☐ No



# YELP 2021 Wedding Trends

## Yelp Names the Wedding Trends of 2021, Where Wedding Categories are Trending, and Top Wedding Businesses Across the Country

Tuesday, May 18, 2021 • #News, #Data

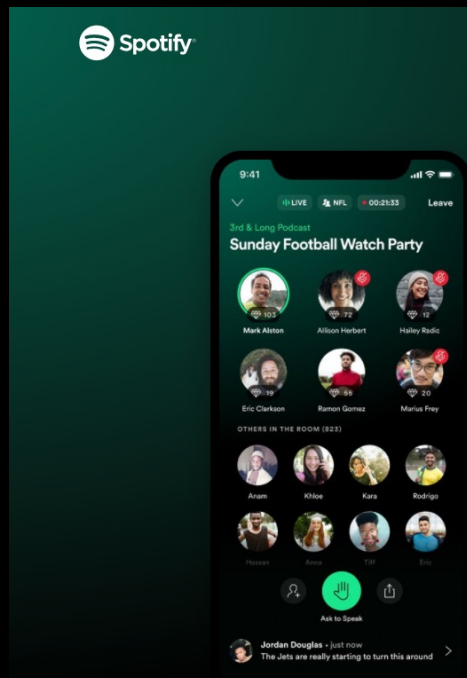
Wedding Season – lasting from late spring through early fall, with weddings typically peaking in June and September – is here, and this year it looks a lot more similar to 2019 than 2020. At Yelp, we decided to take a look at our data to analyze wedding planning trends. After all, millions of people... [Read more](#)



[blog.yelp.com/2021/05/yelp-names-the-wedding-trends-of-2021](https://blog.yelp.com/2021/05/yelp-names-the-wedding-trends-of-2021)

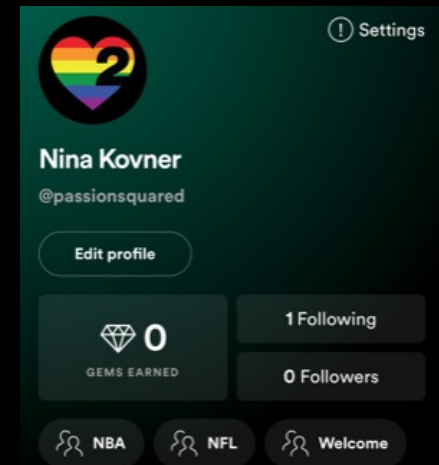


# What's New Spotify Greenroom (audio!)

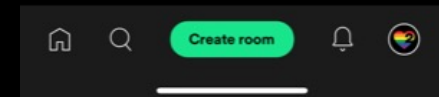


**Talk music, sports and culture live.**

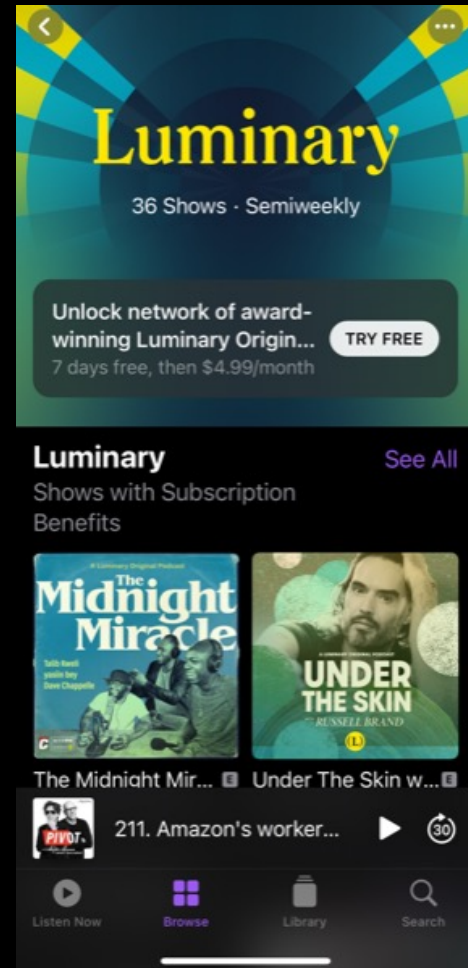
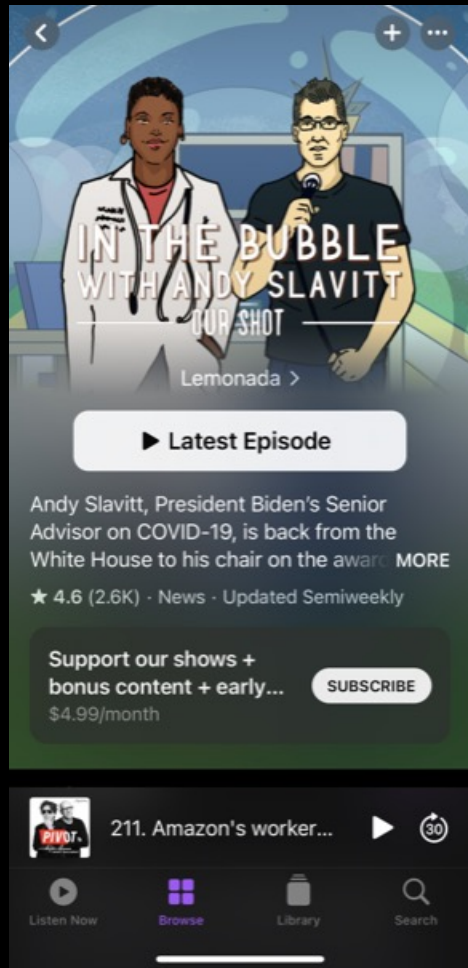
To join the conversation on Greenroom, download the app and sign up for free, or login with your Spotify info.



[spotify.com/us/greenroom/](https://spotify.com/us/greenroom/)



# What's New Apple Podcast Subscriptions



# What's New

# Apple Podcast Subscriptions

[Apple Podcasts for Creators](#)[Features](#)[Support](#)[Sign In](#)

Now Available

## Apple Podcasts Subscriptions

Offer paid subscriptions for shows and channels, or free shows with additional episodes just for subscribers. With subscriptions, there's a new marketplace for podcast creators.

[Sign in to get started >](#)



# What's New

## Apple Podcast Subscriptions

### Put on a show like never before.

You can offer shows with paid subscriptions, or fans can listen to free shows that come with additional benefits when they subscribe. Designed to be flexible and creator-friendly, podcast subscriptions can be offered as monthly or annual plans, and they'll be available in more than 170 countries and regions. Similar to app subscriptions on the App Store, podcast subscriptions let you set prices that work for you and your audience.

	New	New
<b>Free</b>	<b>Freemium</b>	<b>Paid</b>
Fans listen to your show for free.	Fans listen for free and subscribe for additional benefits.	Fans pay to subscribe and listen.



# What's New

# Apple Podcast Subscriptions

## Give fans something to talk about.

Create a flexible offering that keeps your listeners tuning in. Make it easy to start listening by offering a free trial.

**Ad-free listening.** Let subscribers focus on the story.

**Additional episodes.** Give subscribers more to love with extra episodes.

**Early access.** Offer subscribers new episodes before everyone else.

**Archived episodes.** Unlock access to all the past episodes.



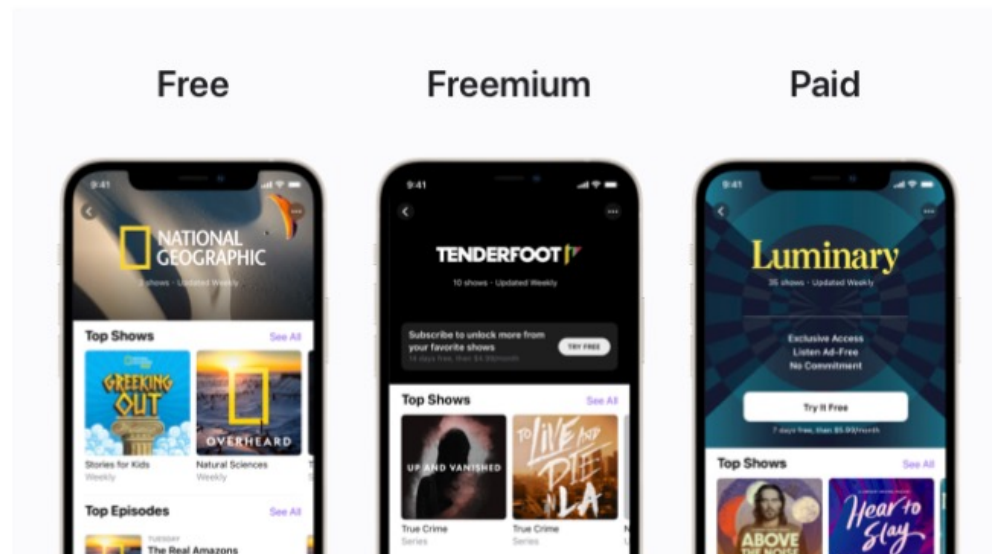
# What's New

## Apple Podcast Subscriptions

New

### Discover channels.

Channels are a simple way for you to group your shows. Build a unique brand around your channel with a logo, artwork, and description. Each show has its own benefits and the channel can be unlocked with a single purchase.



# What's New

# Apple Podcast Subscriptions

## Get started with premium subscriptions.

Join the Apple Podcasters Program to start offering premium subscriptions. Apple will distribute and protect your episodes, but you'll always own your show and control where it's listed. The Apple Podcasters Program is available in over 170 countries and regions for an [annual fee](#). If you have administrator privileges for your podcast, you can add a subscription to a channel by following these steps:

1. **Sign in to Apple Podcasts Connect.** If you don't have an account yet, you can [create one](#).
2. **Join the Apple Podcasters Program.** You can sign up for the program on your Account page.
3. **Complete the [Apple Podcasters Program agreement](#).** You'll need to sign this agreement if you want to sell subscriptions and receive payments from Apple.
4. **Set up your show for a subscription.** [Add subscriber audio](#) or [create a show in Apple Podcasts Connect](#) with subscriber audio.
5. **Create a channel.** You'll need to [create a channel](#) before you can [add a subscription](#). To do that, go to the Podcasts page, click +, then select New Channel.

[Sign in now](#) >

With Apple Podcasts Subscriptions, you receive 70% of the subscription price at each billing cycle, minus applicable taxes. After a subscriber accumulates one year of paid service, your net revenue increases to 85% of the subscription price, minus applicable taxes. Your other podcast revenue — including any ads — will stay 100% yours.

[podcasters.apple.com/878-subscriptions](https://podcasters.apple.com/878-subscriptions)



# What's New Digital/On Demand Commerce?



# What's Next (NOW!) Digital Commerce?



# What's Next Retail On Demand?

The Expectations Gap is Widening

**In 2019, 73% of customers** point to experience as a critical factor in their purchasing decisions, behind value and product quality. Nearly **80% of American consumers** point to speed, convenience, knowledgeable help and friendly service as the most important elements of a positive customer experience.

(source: PwC Future of Customer Experience Survey 2018).

<http://pages.rakutenready.com/rs/421-QEB-642/images/Rakuten Ready 2019 Time Study.pdf>





**Creative Ways To Add  
Experiences + Revenue  
With Your Brand**

**Workshop**

**CREATIVE WAYS TO ADD EXPERIENCES + REVENUE WITH  
YOUR BRAND WORKSHOP**

Added 2 months ago



**Digital Media Marketing  
Search + Discovery  
Websites + Referral Platforms +  
Podcasts + More**

**Workshop**

**DIGITAL MEDIA MARKETING: SEARCH + DISCOVERY  
WEBSITES + REFERRAL PLATFORMS + PODCASTS + MORE**

Added 4 months ago

# Next Steps

**Review your social + digital marketing objectives + plans**

**Review your platforms to see how your awesome client journey flows, adjust as needed**

**Update your pages with your NEW Safe In Our Salon protocols**

**Determine if it's time to test some new platforms or delete some**

**Make a list of what you want to do and take ONE thing at a time.**

**Bring your questions and challenges to our Facebook group.**

**Create. Measure. Adjust. And breathe.**





A Place for Passionate + Purpose Driven Salon Owners  
to Create an Awesome Biz + Brand + Life

# Social + Digital Media Trends + Updates Summer 2021

