



Let's Grow!

THE SALON OWNER'S ULTIMATE GUIDE TO TWITTER

'Twitter is not a technology, it's a conversation.
And it's happening with or without you!'

www.phorest.com



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Don't be shy!



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@thephorestword

Cover quote from Charlene Li
Co-Author of Groundswell



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Introduction

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1

We live in a world where social media is a huge part of not only everyday life but now also an essential when it comes to business. As a salon owner you may have used Facebook and possibly your own website for your marketing efforts. It is time to consider Twitter!

Twitter is a huge opportunity and should not be overlooked in your business. It is the platform for building strong personal relationships with your customers with the ultimate goal of retaining as many of them as possible.

We wrote the 'Salon Owner's Ultimate Guide to Twitter' to help start you on your Twitter journey and show you how to create great content in order to grow your business.

All the best with setting up Twitter and if you have any questions or feedback do not hesitate to get in touch!

Let's Grow!

Alex Quinn

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What is Twitter?

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WHAT IS TWITTER?

Twitter is an online social networking service that enables users to send and read short 140-character text messages, called 'tweets'. Registered users can read and post tweets, but unregistered users can only read them.



WHY BOTHER WITH TWITTER IF I ALREADY HAVE A FACEBOOK PAGE?

Facebook & Twitter may be in the same family but they are two very different beasts.

Facebook is meant to be a more passive social platform whereas Twitter seems a much more active form of social communication.

On Twitter, people talk about what they care about and what's happening around them right now, including your business. The best thing about Twitter is that you can also dip in and out of conversations with people or businesses that don't follow your account.





TWITTER BASICS & GLOSSARY

Here are some useful terms for Twitter novices:

Tweet A message posted via Twitter containing 140 characters or less.

Mention By including someone's @username in a Tweet you can bring your content to another users attention. This is called a mention and will appear to the person you mentioned can appear to all of your followers.

Hashtag Users often add the hashtag symbol (#) before words or phrases In their Tweets to categorize them for others or to organize conversations around a theme. Users can click on hashtags to see similarly-themed Tweets. The thing to remember with hashtags is that there are no spaces or apostrophes allowed – **#gorgeoushaircut**, **#perfectmanicure** or **#lifesaphoto**

Retweet You can pass along someone's Tweet by retweeting it. Just hit the Retweet button to send the original message to all of your followers.





TWITTER BASICS & GLOSSARY Continued

Quote Tweet The same as a retweet just with an added comment from you.

Reply An @reply is a Tweet posted in reply to another user's message. This is usually done by clicking the "reply" button in their Tweet. @replies always begin with the "@" symbol, followed by the username.

Followers To follow someone on Twitter is to subscribe to their Tweets in your timeline. A follower is another Twitter user who has followed you. To stop following another Twitter user just unfollow them. Once you do this, their Tweets no longer show up in your timeline.

Timeline Your timeline is a list of real-time Tweets from the users you are following.





TWITTER BASICS & GLOSSARY Continued

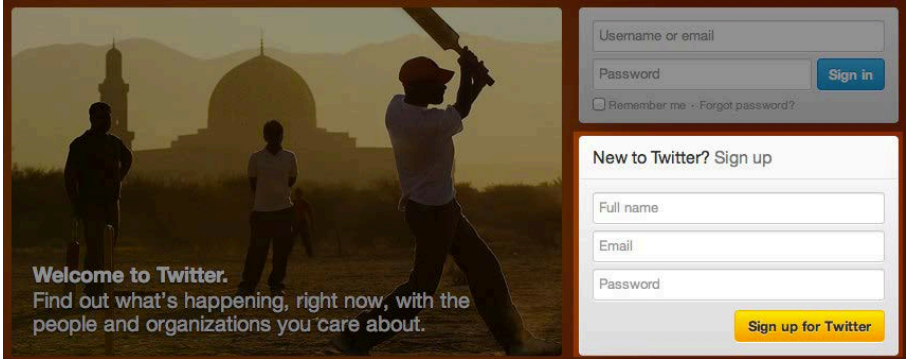
Trending It is common for many Twitter users to be tweeting about the same topics at the same time. Twitter identifies these popular topics by detecting the words or phrases being frequently mentioned in tweets. Twitter then lists the current top 10 topics on your Twitter home page.

DM A direct message (DM) is a private message that only you and the recipient can see. You are only able to send a DM to people you follow and who are following you as well.





SETTING UP A TWITTER ACCOUNT IS EASY...



1. Go to <http://twitter.com> and find the sign up box, or go directly to twitter.com/signup.
2. Enter your full name, email address, and a password.
3. Click Sign up for Twitter.
4. On the next page, you can select a username — type your own or choose one Twitter suggests. Twitter will flag unavailable usernames to you at this point.
5. Click Create my account. You may be asked to complete a Captcha.
6. Twitter will send a confirmation email to the address you entered on sign up, click the link in the email to confirm your email address and account.

Done!





WHAT'S NEXT?

After you have created your account the next step will be to make your profile look good and follow some accounts to create your feed. Make sure you read on for tips on building your twitter presence (brand), who to follow and what content to tweet.

TIP!

Your username is the name your followers use when sending @replies, mentions, and direct messages. It will also form the URL of your Twitter profile page. You can change your username in your account settings at any time, as long as the new username is not already in use.

If you can choose the name of your salon as your username, rather than your own name – it all adds to the strength of your brand.





Building Your Twitter Presence

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BUILDING YOUR TWITTER PRESENCE

PROFILE PHOTO

Always remember that Your Twitter ID is part of your brand and the way you present it on Twitter is important. Brand your Twitter profile page: use a good quality image of yourself or your logo as a profile picture. If you are using a logo, try not to make it too wordy, or it will not be readable on the small profile image. This image will show up on your profile page and next to any comment you make on Twitter.

BACKGROUND

Choose a theme colour that will suit your branding so that your Twitter page looks cohesive and instantly distinctive. Include a striking and good quality header image, whether it is a photo of your team, salon or work you are particularly proud of, use this space to further enhance your brand's image.





ABOUT YOU

Make sure that you have a very good bio on your Twitter profile page that includes the most important information about your business – you will be restricted to 160 characters so make them count!! Don't forget to include contact details and website or Facebook page if you have one.



TIP!

To change your profile image, click on the gear icon located at the top of the page, and select “edit profile.” Next to “Photo” select “Upload photo” from the drop down. Upload your photo from your computer or smartphone.





Building a Following

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BUILDING A FOLLOWING

MAKE YOUR PROFILE VISIBLE

Make sure salon clients know about your twitter account. Reference it in your email signature, all your social media, brochures, website, blog, mention it when talking to clients and business partners. Engage with lots of people and give them an incentive to follow you – for example tweet exclusive offers for your twitter followers, release promo codes and information on when the next sales are starting.

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Kind regards,

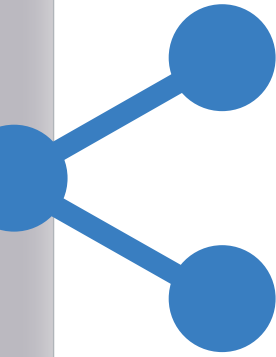
Zoe Smith

Hair & Beauty Salon
14 London Rd,
Edenbridge,
Kent TN9 5PQ

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[Like our page on Facebook](#)





CONNECT

Connect with your suppliers, competitors and local businesses.

On Twitter it's Quality over quantity: connect with people who are genuinely interested in your business, not spammers or people that are only interested in growing their own following. Avoid tools that offer '5000 new followers in 24h for £/€ 20' – you will end up with a lot of empty, fake or inactive accounts following you – it's only a waste your time and money.

 Retweeted by Get 5000s Followers



Peaches

#RETWEET THIS! FOLLOW ME & @itsXL EVERYONE ELSE THAT RETWEETS THIS FOR 50+ FOLLOWERS FAST! #Follow2BeFollowed #PeachesFollowTrain!!!



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TIP!

Twitter will frequently suggest accounts you may want to follow – use these suggestions, a lot of the time people will follow you back.





GET RETWEETED

Post engaging and innovative content that your followers will want to share. You will not only gain followers (meaning more exposure for your business) but also establish yourself as an authority in your field. Use popular hashtags to make your tweets go further but limit it to one or two per tweet. Your content has to be readable and tweets packed with hashtags look messy and rarely do well.

FACT

Statistics show that retweets occur most often between 3pm and midnight with Friday being the day where most retweets occur. However make sure that you analyse the behaviour of your own followers to see what content, timing, etc. is best for you.

TIP!

If you have an exciting tweet, try not to use all of the 140 characters. Leave a little bit of space for your followers to add a comment when retweeting – you will get more retweets this way (people just love adding a their





TWITTER LISTS

Twitter Lists are an easy way to draw the right people to your account. The concept is easy – you can create lists of people of interest to you within Twitter. You will be able to create separate feeds where you only see the activity of people in that list (example: Competitors – a feed of only your competitors activity, Bloggers – a feed with tweets of bloggers you’ve added to the list).

There are two types of lists you can create: private and public ones. Your private lists are only visible to you and are a great way of starting out with this feature.

TIP!

Watch & Learn. Do not copy content but observe your competitors and accounts you admire and get inspiration and ideas from them.





AMAZING TWITTER ACCOUNTS TO CHECK OUT!



ElPradas(MCSRH)

@ElPradasSalon · [FOLLOWS YOU](#)

El Pradas Hair and Beauty Salon, owned by Caroline Prades SRHMC, My passion is to create beautiful hair, Session Styling, and Create amazing Photo shoots.

Chippenham wiltshire · elpradas.co.uk



All About Me

@LoveAllAboutMe · [FOLLOWS YOU](#)

All About Me, in Avant Garde Hair Salon. 2 Salons, 7 days a week, until 9pm Mon-Thurs. Gel nails, spray tans, waxing, massage.

Berkeley Way, Warndon, WR49UP · loveallaboutme.co.uk

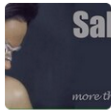


Nu Essence Beauty

@nuessencebeauty · [FOLLOWS YOU](#)

Dublins Top Beauty Salon for expert Beauty, Skin care, Hair removal, Voted Dublin's Top Beauty Salon 2011 Call us now 01 6716443

South Anne St. Dublin 2 · nuessence.ie



Salon 112 Harlow

@112Harlow · [FOLLOWS YOU](#)

Salon 112 offer the most innovated treatments and products providing their clients with the very latest in beauty technology.

112 the stow harlow cm203as · salon112.co.uk



The Potting Shed Spa

@pottingshedsa · [FOLLOWS YOU](#)

Winner of Best British Salon 3 times in 3 years #1 UK's most Inspiring Salons 2013 & 2014 WINNER @Babtac & @Cibtac awards 2014 UNRIVALLED PAMPERING

West Yorkshire · thepottingshedspa.co.uk



2 Jenns-Vanity Rooms

@VanityRooms · [FOLLOWS YOU](#)

Winner of Image Magazine Beauty Salon of the year Award 2014. Tweets by The Jenns. We offer luxurious beauty treatments & products under a friendly, fun roof!

Stepaside, Dublin 18 · vanityrooms.ie



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AMAZING TWITTER ACCOUNTS TO CHECK OUT!



Oceana Spa Beauty

@OceanaSpa1 FOLLOWS YOU

Prophet of Beauty Advice, Tips and Treatments. Beauty Writer for All The Buzz. 01 8038592 info@oceana-spa.com

Portmarnock Co Dublin · oceana-spa.com



Waxperts™

@Waxperts FOLLOWS YOU

Haven't been to Brazil before? Now's your chance! Brazilian wax for newbies only €40 during World Cup! Contact info@waxperts.ie for details. 01-2140757

Dun Laoghaire, Dublin · waxperts.ie



Lee Brown™

@LeeBHairStylist FOLLOWS YOU

Senior Hair Stylist at @LaraJohnsonHair - Freelance Hair Artist for @WellaPro & @SebastianPro Session Hair Stylist. Founder of #HairHour.

The Mumbles, Swansea · leebrowncoiffueur.blogspot.co.uk



Elaje Cambridge

@Elajehairbeauty FOLLOWS YOU

Cambridge's leading salon, open 7 days a week! We're fanatical about all things hair and beauty & love to transform ordinary into extraordinary.

148 Hills Road Cambridge · elaje.co.uk



Jardines

@JardinesClinic FOLLOWS YOU

Skin therapy specialists.

Clondalkin Dublin · jardines.ie



CherryRed

@CherryRedHair_ FOLLOWS YOU

Boutique Hair Salon Cherry Red. 92 Hadyn Park Road, W12 9AG. 020 8749 7155 facebook.com/cherryredhair

cherryredhair.com



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Creating Twitter Content

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CREATING TWITTER CONTENT

WHAT SHOULD I POST ON TWITTER?

When you are about to send a Tweet, the most important thing to ask yourself is: Is this information of interest to my followers? This doesn't mean you have to be serious all the time but before you start up your Twitter activity make a list of what you would like to achieve by using the platform, rather than just putting out random content – it will make much more effective use of your time.

Twitter is a great tool to give your business a human face – show off your team and their achievements.

A great way to produce engaging, shareable content is to post small tips and tricks from the world of hair and beauty (i.e. Tip Of The Day: use coconut oil on dry skin or hair – amazing, cheap & natural moisturiser!) accompanied by a nice photo.

TIP!

Involve your team in tweeting to get a variety of content across to your clients (i.e. tips and advice from therapists / hair stylists, photos of their work, etc.)





TWITTER & CUSTOMER SERVICE

The most important aspect of posting on Twitter and interacting with followers is the fact that a lot of the time you are talking to clients and potential clients. Use this opportunity to up your customer service game! Respond to positive messages ('So glad you enjoyed your treatment! See you again soon x') as well as the negative ones (even more important!!). If a customer is not happy with their service, shares it on Twitter and you leave it unanswered, it looks bad. Make sure you contact them and see what the problem is ('Sorry to hear that! Would you like to come in to the salon to have the cut corrected?').

Whatever you do, do not engage in a battle of words online, it can too quickly get out of hand. "Don't throw mud – it's too public" says Sam Pierce from The Potting Shed Spa. "I have made that mistake in the past, if someone is being abusive, report them to Twitter, take a deep breath and forget about it!

Use Twitter to get feedback from your clients. It will give you extremely valuable insights into how your business, treatments, staff are being perceived and at the same time ensure good activity and engagement from your followers. It will also make your followers and clients feel like you value their opinion and listen to their needs.





GET NETWORKING!

Twitter is a networking heaven for businesses. Talk to other people in your space and engage with suppliers. You will make valuable connections and keep a close eye on what your competition is up to – you can learn a lot by observing!

Break up serious business related content with amusing photos, stories & quotes – you never know, they may prove to be viral.

Another great way of getting engagement on Twitter without having to actually come up with any content is joining a conversation. The easiest way is scrolling through your Twitter feed and replying to a few tweets. If you would like to, you can also join bigger themed, scheduled conversations called ‘Tweet-ups’. Really good ones to check out are [#hairhour](#) (Wednesday 8–9pm) and [#irishbizparty](#) (Wednesday 9–11pm).

TIP!

How often should you post on Twitter? Unlike Facebook, Twitter requires more frequent interaction so you should be posting at least 3 times a day.





AMAZING TWEETS

Here are some tweets that you can take inspiration from:



Sugar Cubed @SugarCubedDub · 4h
We love Daisy Lowe's goth locks - black is a brave colour choice but find the right shade and it can transform you!
pic.twitter.com/veRZRzhtl5

↩ Reply ↻ Retweet ★ Favorite

Flag media



The Potting Shed Spa

@pottingshedsipa



Following

Lots of horror stories today in the nationals about beauty disasters - you are within your rights to ask for proof of training and insurance

↩ Reply ↻ Retweet ★ Favorite ... More

2:21 PM · 2 Jul 2014



The Potting Shed Spa

@pottingshedsipa



Following

Just had a lovely lady who has traveled an hour and a half for a brow treatment - well worth the journey :)

↩ Reply ↻ Retweet ★ Favorite ... More

FAVORITE

1



2:21 PM · 26 Jun 2014

TIP!



Don't send automated DM's ('Thanks for the follow', etc.). They are annoying and nobody likes a spammer!



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Find Conversations &
Opportunities
(search.twitter.com)

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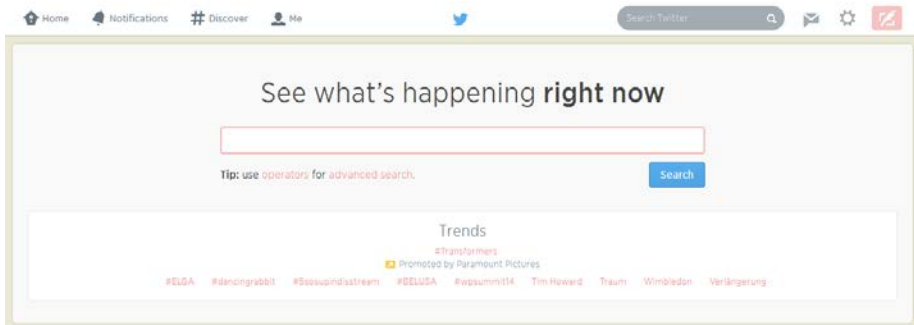


6

TWITTER ADVANCED SEARCH

SEARCH.TWITTER.COM

The Twitter advanced search tool is separate to the search bar in your twitter profile. Here you can conduct a more advanced search of other accounts, topics that interest you or even your own account or name.





You can also conduct an advanced search where you can specify dates, places, accounts, hashtags or just a combination of words.

Advanced Search

Words

All of these words

This exact phrase

Any of these words

None of these words

These hashtags

Written in

Any Language

People

From these accounts

To these accounts

Mentioning these accounts

Places

Near this place

Add location

The Twitter search tool is a fantastic way of discovering new accounts for you to follow and keep an eye on topics that interest you. You can also check if there is anything said about you or your business on Twitter where your @ username is not mentioned.





Twitter in Real Life

An Interview with Sam Pearce from @pottingshedspa

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7

TWITTER IN REAL LIFE

AN INTERVIEW WITH SAM PEARCE FROM @POTTINGSHEDSPA



1. **Has it been difficult to build up a following and get your clients talking to you? Do you have any tips on starting a dialog?**

It has been a really interesting exercise – you have to have a point of interest with your followers – they have ‘chosen’ to follow you as they have an interest in what you have to say – a common ground (no pun intended) if you can gauge their attention you are half way there, to then engage with them on a personal level is brick building in terms of brand loyalty

2. **How important is twitter for your business?**

It is essential for first hand interaction with your client base and the industry we work in. It is instant and personable – it is a platform for information it allows you to ‘be’ your brand and encourage clients and followers alike to share your journey, it feels like you are talking directly to ‘that’ person – it is perfecting the art of not blurring boundaries and being professional – this is a fine art.





3. What content works best for you?

I tend to use a combination of visuals and wording, you really only have a very small window of opportunity – if it is understood instantly you tend to captivate your audience – I have always implemented a large dose of humour into my twitter feed. Humour breaks down barriers and removes any embarrassment which is what our brand is all about – this is a tried and tested formula.

4. Did twitter teach you something new about your clients?

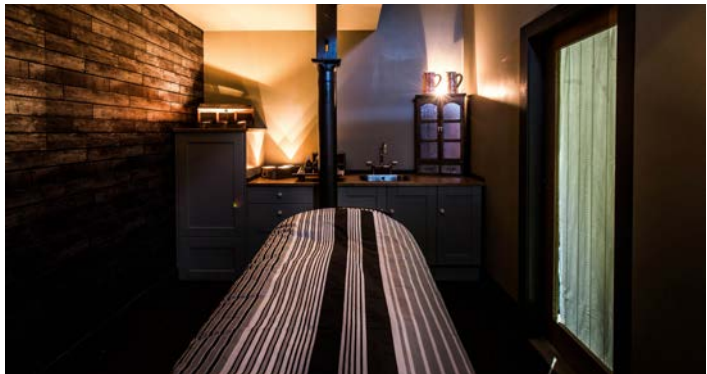
It reinforced that we all want to have a sense of belonging and feeling part of something – I also welcome their feedback and honesty and support – the support we have felt from our clients has been palpable, they are savvy and not easily fooled – you have to respect them and value their support and let it be felt.





5. Who are your favourite people to follow on Twitter?

Yikes that is a tricky one – I would say it would be impossible to single out any individuals or businesses – I have my favourites but that is down to the relationship we have built up over the years through our interaction, it is personal and not necessarily an industry bod, perhaps someone who inspires me with their knowledge.



6. What are your top 3 Twitter tips for salon owners?

1. Be available – be tangible, don't employ someone to tweet for you – they will never convey your message succinctly, don't repeat tweets – a theme is great but if all you are tweeting is booking availability you will become predictable – let them in – share the experiences of the salon – talk to them as you would wish to be.
2. Find your point of difference to your followers and appeal to them directly – make them feel valued, supported and that they are 'the first to know' – this carries such weight!





3. Don't take yourself too seriously you have a 'snap-shot' to glean attention – study previous tweets that have created response and why – use that as a formula to build your future tweets on.

And one more:

4. DON'T THROW MUD – it's too public – I have made that mistake in the past but it was down to me protecting my brand that had been plagiarised – I couldn't help myself.

7. Who in the salon updates the account and why?

I do – I live and breathe my businesses and it comes as second nature, I am the decision maker, I can forecast last minute availability (occasionally ;)) to advertise and no one will ever shout louder than you do about your own business. I think having the owner of the business on hand re-enforces our business ethos – I always involve my team and mention them personally – we really are 1 big family – a Potting Shed community.

8. Have you had any negativity on the account?

Yes, recently actually I tweeted 'There should be a certain age limit for women wanting to have their ring finger polished in a different colour' – one follower went nuts – she gave me loads of tips on how to social network properly – she was entitled to voice her opinion, but that is the whole point of twitter – everyone has their own opinion – we have been really lucky – Oh and the stalkers! – but apart from that none really!





9. How does Twitter compare to Facebook for your business?

I have only just really got into Facebook in the last year or so – I prefer Twitter – I think people especially in our industry use Facebook for the wrong reasons it can be a platform to score points and any negativity can be posted whether it is accurate or not – I think Twitter without question is a far more honest platform for social media.

10. What's your favourite Twitter a/c out there? (besides @thephorestword of course ;))

Goes without saying it is you guys! I do have a lot of thyme for [@Pro_Beauty](#) [@Babtac](#) [@Cibtacofficial](#)





Manage appointments on iPhone, iPad and log in remotely



PC / Mac

Manage stock, staff, sales and appointments in the salon or from the comfort of your home. Plus get more appointments with email, SMS and social media training and tools.



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