

JULY

Instagram

**CONTENT
&
CAPTION
PLANNER**



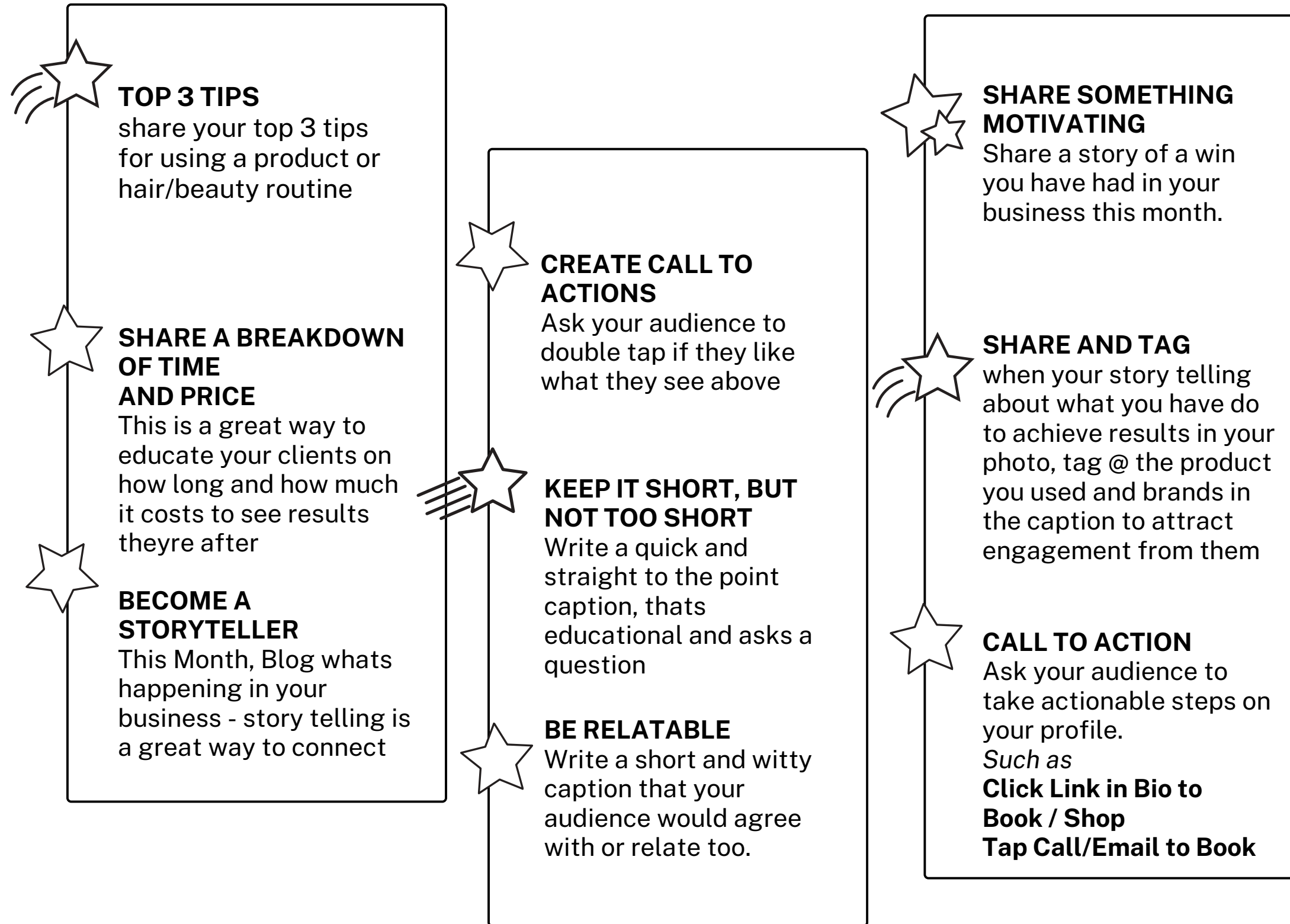
Social Salon *School*



SUN	MON	TUE	WED	THU	FRI	SAT
MUST HAVE PRODUCT OF THE WEEK AND SHOP ONLINE VIA YOUR STORE	BEFORE & AFTER	HAIR OR BEAUTY HACK	OFFER A DEAL FOR YOUR CUSTOMERS	SHARE A CAROUSEL POST WITH 2 AFTERS AND A BEFORE	SHARE YOUR FAVOURITE FOOTWEAR FOR WORK	ASK YOUR AUDIENCE WHAT FRAGRANCE IN PRODUCT THEY PREFER
SHARE A STORY ON WHY YOU STARTED YOUR BUSINESS	PROVIDE A FREE RESOURCE TO DOWNLOAD FROM YOUR WEBSITE	SHARE A SOME REVIEWS ON YOUR STORY	SHARE A MUST HAVE TOOL EVERYONE SHOULD OWN	SHARE AN EYE CATCHING BEFORE / AFTER	SHARE A PROCESSING VIDEO OF A COLOUR OR TREATMENT	SHARE A POLL ON YOUR STORY
SHARE HOW YOU SERVE A BEVERAGE IN YOUR BUSINESS	SHARE A TIP FOR MUMS ON STYLING THEIR CHILDS HAIR OR MUMS WITH TEENAGERS ON SKIN CARE TIPS	BEST PRODUCT TO FIT FRIZZ or BEST PRODUCT FOR DARK CIRCLES	SHARE HOW CLIENTS WILL BE GREETED IN SALON WITH COVID RULES	SHARE ON YOUR STORY ASKING YOUR AUDIENCE TO SIGN UP TO YOUR MAIL LIST ON WEBSITE	ASK YOUR AUDIENCE TO FOLLOW YOU ON ALL YOUR SOCIAL MEDIA CHANNELS	SHARE WITH YOUR CLIENTS WHERE THEY PARK WHEN THEY COME TO YOU
SHOW UP ON YOUR STORY WHAT A WEEKEND LOOKS LIKE FOR YOU	SHARE ANY AVAILABLE APPOINTMENTS FOR THE WEEK	SHARE A HOW TO ON IGTV	SHARE A POLL ON YOUR STORY ASKING YOUR AUDIENCE IF THEY'RE OK HAVING THEIR PHOTO TAKEN FOR SOCIAL MEDIA	SHARE A VIDEO ON HOW YOU CONSULT YOUR CUSTOMERS	SHARE A HOW TO TUTORIAL ON YOUR STORY	YOUR FAVOURITE PHOTO OF THE WEEK
DO A SOCIAL MEDIA CHALLENGE AND SHARE ON STORY WITH CHALLENGE STICKER	SHARE A HAIR PAINTING BALAYAGE IGTV or SHARE A VIDEO OF FIRST IMPRESSIONS OF A PRODUCT	SHOUT OUT SOMEONE IN THE INDUSTRY THAT INSPIRE YOU	SHARE A 15 SECOND HAIR / BEAUTY VIDEO HACK	SHARE A DAY IN THE LIFE OF YOU IN YOUR BUSINESS ON YOUR STORY	SHARE A TUTORIAL ON A STYLING TRICK OR BEAUTY TIP	SHARE ON YOUR STORY 3 MISTAKES OFTEN MADE WITH HOME CARE PRODUCTS

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CAPTION IDEAS



Write your captions as if you're talking to a friend or writing a professional description to a customer so your caption is informative and your know who your talking to!

Don't forget to use your call to action method

Start with an action to take

Create a Story

End with anothe call to action

Add Hashtags