



Netiquette

THE ART OF SOCIAL NETWORKING

By Kara Ronin

Prior to social media, potential clients would decide to make an appointment at your salon after collecting recommendations from family and friends. As long as you generated positive word of mouth with your existing patrons, new clients would arrive at your door with enthusiasm and approval. However, social media has changed the way clients and potential clients seek information and validation about the businesses and services they use. Instead of only seeking word-of-mouth from family and friends, clients nowadays will also perform a search online to find out as much information as

possible about your salon, your services, and your client's experiences. Some of this information will be gathered from your website, but much of it will be gathered from social media.

Your salon's reputation on social media platforms such as Facebook, Twitter and LinkedIn are critical to the future success of your business. How you interact with your clients and colleagues on these platforms can establish you as the "go-to expert", and your salon as a trusted authority. Social media is still gaining traction in the business community, and not everybody is social media savvy. Just as you need to develop a positive impression when you attend networking events, you also need to develop a positive impression when you're networking on social media sites. "Netiquette", "Techno-etiquette", or simply "Social Networking Etiquette" is the new skill to develop if you want your salon to get a positive reputation online. In this article, I will share with you some etiquette tips on how you can establish a positive reputation when using social media.