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COM 464

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## Social Media Audit

### Introduction:

The Beauty & The Beard Salon and Spa is a full-service salon. They are a locally owned small business in Mentor, Ohio (beauty and beard). The owners; Zach and Katie Bell, are responsible for their public relations efforts. However, all of their staff are responsible for content creation.

### Organization Overview:

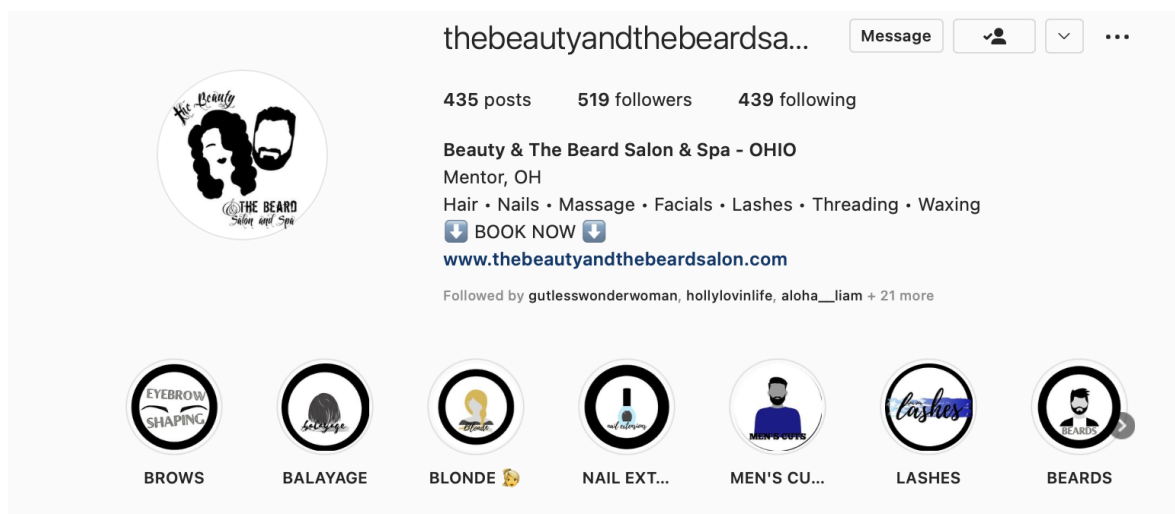
The salon has three channels, Instagram, Facebook, and TikTok. The purpose of these channels is to post pictures of services, stylists' work, and recent promotions in order to promote booking, increase client retention, get new clients, increase service revenue, and increase overall profits. They post about their products to increase sales and revenue. The purpose of posting for holidays and other more personable content is to increase engagement and attract their ideal clients.

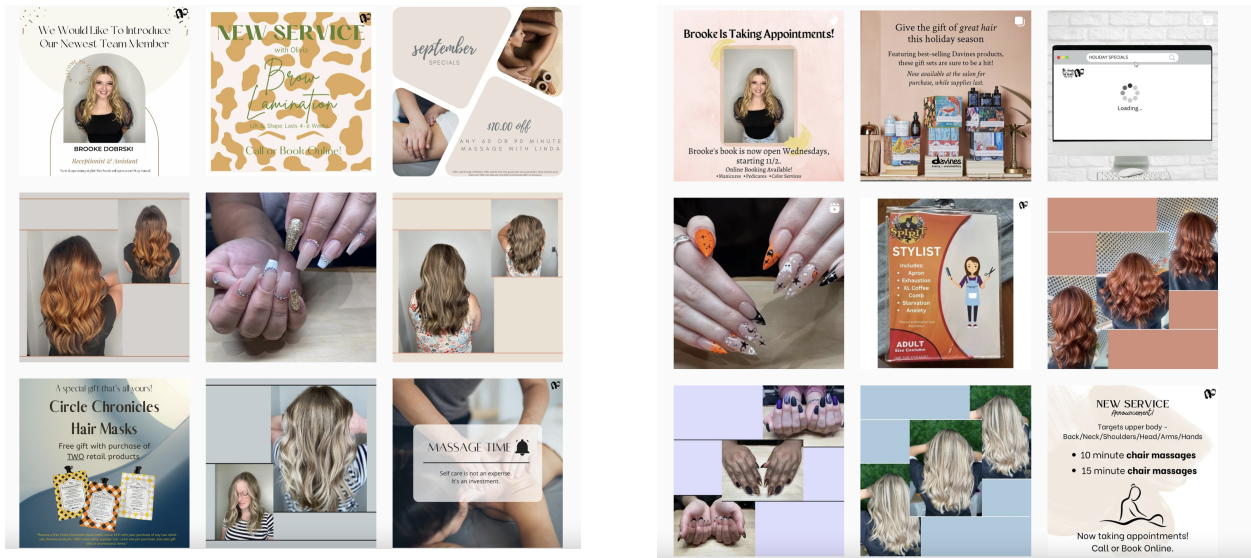
The salon's target audience is individuals in Northeast Ohio who are in need of or searching for salon services such as men's haircuts, women's haircuts, children's haircuts, manicures, gel-x manicures, pedicures, and hair color services. Their audience is also individuals in Northeast Ohio who are in need of or searching for spa services including massages, facials,

eyelash extensions, brow services, threading services, and waxing services. Ideal clients value a pleasant salon experience and experienced providers. Ideal clients are willing to pay for high-quality services and treatment.

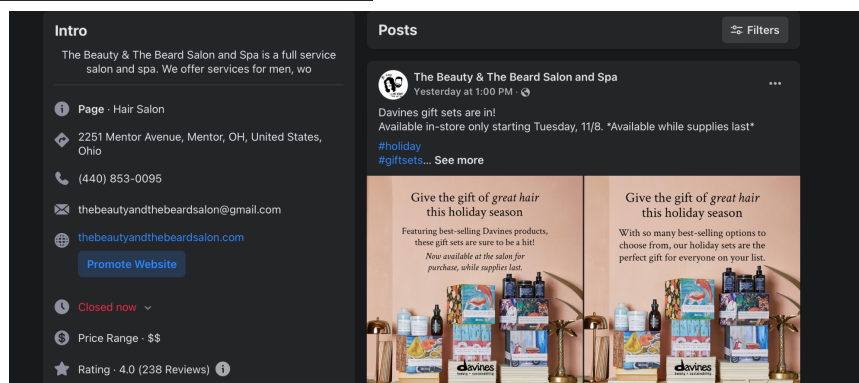
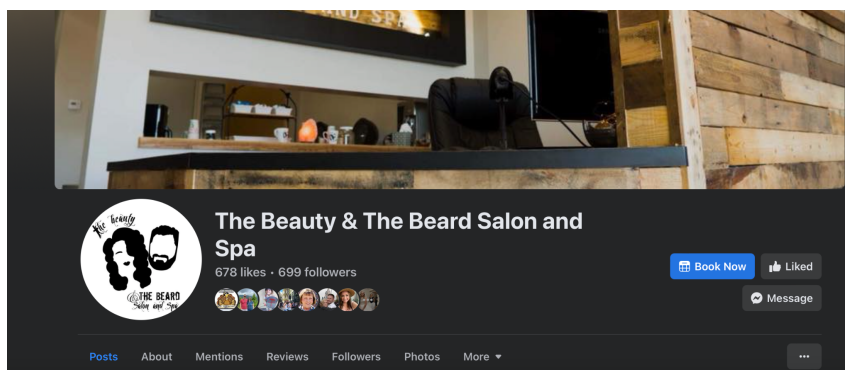
## Current Social Media Efforts:

The salon's Instagram account @thebeautyandthebeardsalon features main feed posts of hair colors, haircuts, manicures, brow services, lash services, etc. They also have designed posts highlighting new services, new staff, promotions, and products. The Instagram also has various reels featuring their finished services, tours of their salon, transition videos, and their staff. The Instagram page has story highlights broken down by types of services and product lines and features previously posted stories that fall within those categories. The account's bio describes the types of services offered, where they are located, and has a link to their website and online booking. The Instagram content seems to be made up of roughly half service related content and half sales related content. They post multiple times a week on both their story and on average three times a week on their feed. Every post utilizes hashtags, captions, and tagged locations.



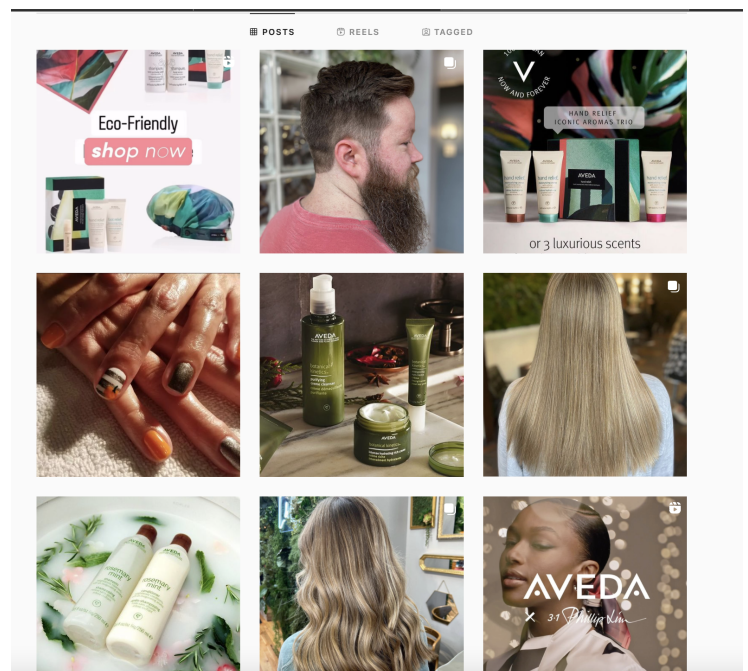
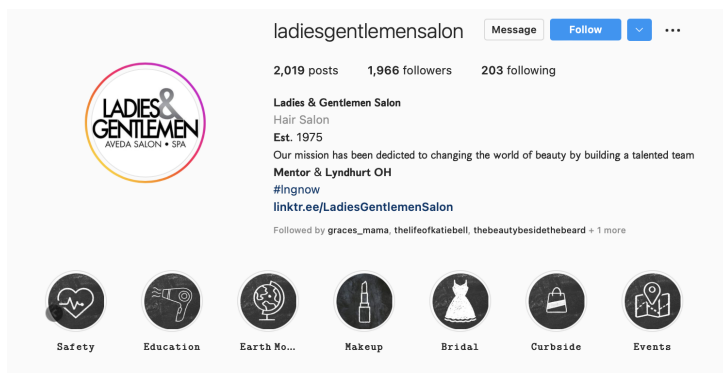


The salon's Facebook account "The Beauty & The Beard Salon and Spa" features almost the exact same content. They have main feed posts of hair colors, haircuts, manicures, brow services, lash services, etc. Again, they also have posts about new services they're offering, posts about their staff, current promotions and sales, and about the products they carry. Their Instagram reels also appear on their Facebook page. Their page bio describes the types of services they offer, their location, their general price range, their contact information such as phone number and email, and their website is also linked. On average, they post two to three times a week.



## Competitor's Social Media Efforts:

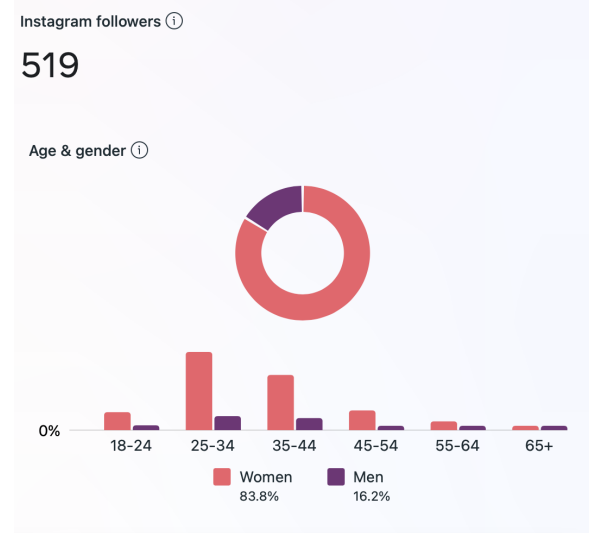
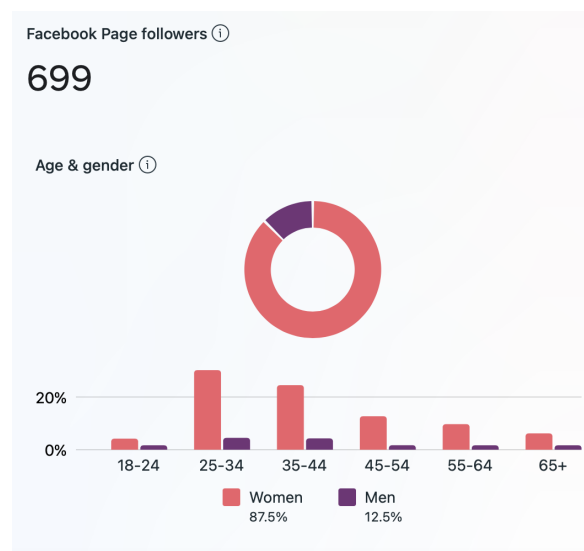
Ladies & Gentlemen Salon and Spa is a full-service salon with a location in Mentor and a second location in Lyndhurst. Their Instagram page @ladiesgentlemensalon is for both of their locations. They have main feed posts of hair colors, haircuts, manicures, products, hairstyles, etc. They also post for holidays. Their Instagram also has some reels. They have story highlights for services, behind-the-scenes, products, policies, events and more. Their bio details when they were founded and also states their mission statement. They have a linktree that leads to their website, TikTok, and Facebook page. Their feed is very balanced between service photos and products or other content. They use tagged locations and a few hashtags on every post.





## Social Media Audit:

I used Meta Business Suite to perform a social media audit. The salon's main platforms are Facebook and Instagram making Meta Business Suite a good option for measuring and evaluating their online performance. I looked at insights from the last 90 days and compared them to this time last year. Reach is the unique number of people who saw an account's content (York, 2022). Their reach on Facebook was 3,192 accounts. Their reach saw a 36% increase. Their reach on Instagram was 15,545 accounts which was a 2.3k% increase. Their Facebook page visits were a 286.7% increase at 1,017 visits. The salon's Instagram profile visits saw a 114.2% increase at 497 visits.

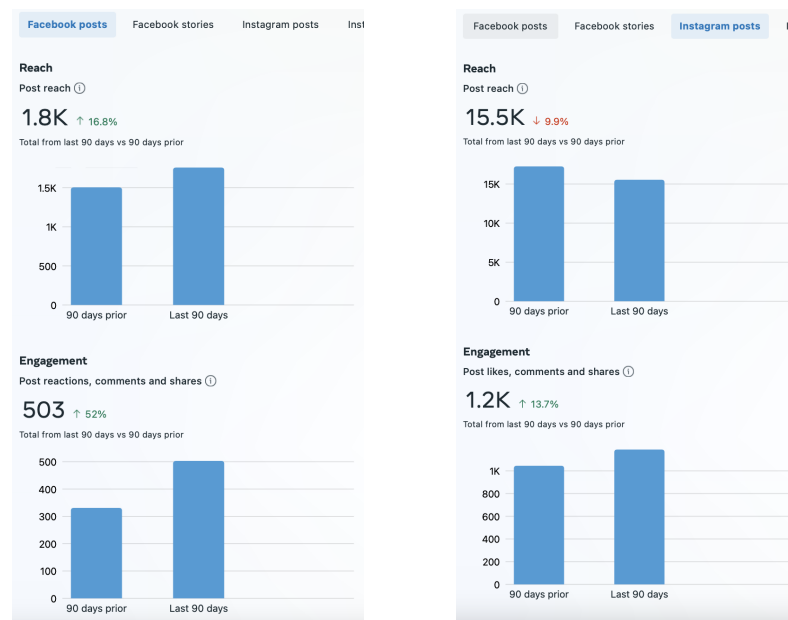


At the time of this report, their Facebook page had 699 followers and their Instagram page had 519 followers. I also looked at a breakdown of the salon's current audience. Their Facebook demographic is made up of 87.5% women and 12.5% men. Their top cities are all in Lake County with Mentor, Painesville, and Madison taking the top three spots. Their Instagram

demographic is made up of 83.8% women and 16.2% men. The salon's top cities were all in Lake County with Mentor, Painesville, and Willoughby taking the top three spots.

The salon's Facebook page content reached 1.8k over the last 90 days. The Facebook page's engagement (likes, comments, or shares) was 503. The salon's Facebook page engagement rate was 71.96%. The engagement rate is determined by taking the total likes, comments, and shares divided by the total followers and then multiplying by 100 (Newberry, 2022). Images had the highest reach and highest engagement.

The salon's Instagram page content reached 15.5k over the last 90 days. The Instagram page's engagement was 1.2k. The salon's Instagram page engagement rate was 231.21%. Videos specifically Instagram reels had the highest reach and highest engagement.



## Analytics Results and Implications:

When comparing this year's data to that of this time last year it is apparent that the salon's performance on social media has improved. Their increased reach and engagement alone

speak to that fact. Their Instagram account and more specifically their Instagram reels perform best. The salon has never run any ads on either Facebook or Instagram so there is no data to measure to calculate their cost-per-click, conversion rate, or any other return on investment metrics (Newberry, 2022). They have also never conducted any surveys to determine customer satisfaction or client retention.

## Recommendations:

1. The Beauty & The Beard Salon and Spa should conduct a client survey to determine the effectiveness of their social media content. A survey could be used to measure client retention, how many clients follow their social media platforms, and also determine how many clients discovered the salon through social media or decided to book based on their social media posts.
2. The Beauty & The Beard Salon and Spa should run an ad on Instagram and Facebook promoting their holiday specials. Sales promotions will help boost sales and service revenue. This would serve as a great opportunity to test out ads and that data can later be used to determine cost-per-click, conversion rate, and other ROI metrics. Measuring that data will then give a good idea of whether more attention should be put into those areas and how they may be more beneficial to the salon.
3. Instagram reels generally perform very well and have a much higher reach and engagement than any other content. The Beauty & The Beard Salon and Spa should put more focus on creating this type of content. The reach of these reels

allows the salon's content to reach a new and larger audience outside of their usual followers. This is a great way to attract new clients.

## Conclusion:

The Beauty & The Beard Salon and Spa have a decent grasp of social media strategies. Measuring and evaluating their social media platforms showed that they have already managed to improve their strategy and content greatly over the last year. By putting attention to areas that they can improve and also areas where they are already doing well, the salon can improve even more. Moving forward, I believe their next steps should include conducting client surveys, testing out the ad features on Instagram and Facebook, and continuing to place importance on varied content, specifically Instagram reels.



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