



LET'S GET **REEL.**

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Sunlights® Director of Brand Identity

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WHAT
ARE YOUR
**SOCIAL
MEDIA**
GOALS?

1. **attract new guests**
2. **build loyalty with existing guests**
3. **advertise new / different services**
4. **advertise your retail lines**

WHY REELS?

4

DISCOVERY POINTS

- audio
- hashtags
- location
- explore page



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4X views

4X follows

4X new guests

LET'S
**BREAK
IT DOWN.**

1. **general social media guidelines**
2. **recording footage**
3. **building your reel**
4. **rules for reels**

DO'S & DONT'S



1.

**DON'T
USE BACK
LIGHTING.**

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**LG
SAYS...**

1.

**DO TAKE
ADVANTAGE
OF NATURAL
LIGHT!**

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**LG
SAYS...**



**try these three
lighting locations!**

- behind a window
- through the open door
- in front of the window

2.

**DON'T
USE HEAVY
FILTERS.**

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**LG
SAYS...**

2.

**DO LET
THE COLOR
SPEAK FOR
ITSELF.**

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LG

SAYS...



**you don't need a
filter when using
gorgeous lighting!**

3.

**DON'T LACK
VARIETY IN
YOUR PICS.**



LG

SAYS...

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3.

**DO KEEP
IT FRESH!**



**LG
SAYS...**

tell a story!

- give a potential guest the complete picture of your business.
- help your feed stand out!

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4.

**DON'T TAKE
PICS WITH
A MESSY
STATION.**

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LG

SAYS...



4.

**DO CREATE
A CLEAN &
MINIMALIST
SCENE!**

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**LG
SAYS...**



**treat every post like
you're giving a VIP tour!**

- luxury hair needs a luxury environment
- present yourself as a beauty authority
- allow potential guests to feel comfortable
in your space

LET'S TALK FOOTAGE

**RECORD
WITH THE
END IN MIND!**



ASK YOURSELF:

WHAT AM I FEATURING
AND **WHY?**

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BEFORE:

keep it short (2 - 4 seconds)

make it ugly

show the why

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DURING:

camera position vs. body position

show technique

show the why

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AFTER:

show the result

show the joy

show the why

REEL REMINDERS



use 2 second clips

stay under 30 seconds

post 3 times per week

use hashtags, location, and tags

have fun!

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REEL RULES

NEVER:

- **use a “before” as your cover photo**
- **scrap an entire video just because it’s not perfect**
- **guilt yourself for your output**

ALWAYS:

- **use a trending audio**
- **show your face, your guest’s face, or both!**
- **film an entire service and use it for multiple posts**

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SYMPOSIUM

2023

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EDUCATE.
EXPERIENCE.



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LET'S GET SOCIAL!

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