

Social Media Profile Checklist

Create a Profile That Turns Visitors into Clients

Your social media profile is often your first impression to potential Clients.

Use this checklist to create a professional presence that builds trust and encourages bookings.

- *Set Up Your Profile*

- ☐ Choose a clear profile photo or logo
 - ☐ Create a business username that's easy to remember
 - ☐ Switch to a Professional or Business account
 - ☐ Add your city or service area
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- *Write Your Bio*

- ☐ Explain what you do
 - ☐ Mention who you serve
 - ☐ Include a call-to-action
 - ☐ Add your booking or website link
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- *Build Trust*

- ☐ Upload at least 9 quality nail photos
 - ☐ Pin your best work
 - ☐ Create Story Highlights
 - ☐ Share your business policies
 - ☐ Display your pricing or service menu
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- *Stay Active*

- ☐ Post consistently, create a schedule if need be
 - ☐ Respond to comments and messages, this will help build a relationship with your Clients
 - ☐ Share before-and-after photos
 - ☐ Use local and niche hashtags
 - ☐ Encourage clients to tag your work, word of mouth is one of the best advertisements!
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- *Before You Launch*

- ☐ Review your profile for spelling and accuracy IMPORTANT! You want to make sure your customers can find you!
 - ☐ Test every link to make sure everything is correct
 - ☐ Ask a friend to review your profile, get honest feedback
 - ☐ Make your first welcome post, make it feel welcoming and describe what the customer can look forward upon hiring you for a service
 - ☐ Celebrate your business launch! You deserve it!
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Reminder

People don't just book great nail techs, they book professionals they know, like, and trust.
A polished profile helps you make a great first impression.

Pin-Up Polish Bar

Educate • Inspire • Elevate.

