

Paige.

# The PlayBook

MEMBERSHIP

SOCIAL MEDIA | MODULE TWO

*Platform Strategy 101*

OVERVIEW OF INSTAGRAM, TIKTOK, PINTEREST, THREADS, LINKEDIN

PLATFORM DEMOGRAPHIC

PLATFORM-SPECIFIC USER BEHAVIOUR

CREATING A STRATEGY

# Platform Overviews

NO, YOU DON'T HAVE TO BE ON EVERY PLATFORM

# THE PLATFORM ROUNDUP

## Instagram

Great for building community, showcasing authority, and visual storytelling.

- Strengths: Reels, carousels, stories, direct messaging
- Audience vibe: Creators, consumers, community-first brands
- Best for: Service providers, visual brands, education + lifestyle

## TikTok

Still unmatched for reach, if you can hook attention in the first 3 seconds. Raw, punchy, high-energy content wins.

- Strengths: Viral potential, personality-driven content
- Audience vibe: Trend-aware, emotionally reactive
- Best for: Personal brands, educators, creatives, bold businesses

## LinkedIn

A credibility-first, insight-driven platform where people want substance. It’s professional, but not dry.

- Strengths: Long-form posts, networking, thought leadership
- Audience vibe: Professionals, decision-makers, corporate-leaning creatives
- Best for: B2B services, high-ticket offers, authority-building

## Pinterest

The quiet converter. High intent, longer content life, strong for driving traffic to offers.

- Strengths: Visual search engine, evergreen content
- Audience vibe: Planners, shoppers, DIYers
- Best for: Product-based businesses, educators, content-heavy brands

## Threads

Quick thoughts, brand opinions, culture commentary. A space for showing off your brain more than your visuals.

- Strengths: Conversation-starting, opinion-led content
- Audience vibe: Thinkers, entrepreneurs, marketing-savvy people
- Best for: Thought leadership, hot takes, founder-led brands



# THE PLATFORM ROUNDUP

## Facebook

Works best with consistent content and active engagement in groups.

- Strengths: Facebook Groups, Events, targeted Ads, longer-form posts
- Audience vibe: Familiar, trust-focused, loyal followers
- Best for: Local businesses, service providers, community-based brands, ad-heavy strategies

## YouTube

The go-to for long-form, searchable video content. Builds deep trust and strong SEO over time. Great for educating, entertaining, or storytelling in-depth.

- Strengths: Long-form content, discoverability, SEO power
- Audience vibe: Curious, research-driven, loyal watchers
- Best for: Educators, content-heavy brands, storytellers, evergreen marketing
- 

*Let’s dig a little deeper about audience demographics for each...*



# Platform Demographics

A SNOOP INTO WHERE THE GENERATIONS ARE

# THE DEMOGRAPHICS

## Instagram

- Age: 18–34 (core), growing 35–44 audience
- Gender: ~48% female / 52% male (slightly male-leaning globally)
- Top locations: USA, UK, Brazil, India, Australia
- Urban and trend-aware users, often engaging with visual brands, creators, and lifestyle content

## TikTok

- Age: 16–30 dominant, but growing 30–45 bracket
- Gender: ~55% female / 45% male
- Top locations: USA, UK, Philippines, Mexico, Canada
- Mobile-first users who value authenticity and humour. Gen Z-heavy but millennial creators are rising

## LinkedIn

- Age: 25–45
- Gender: ~52% male / 48% female
- Top locations: USA, India, UK, Brazil, Canada
- Highly educated, career-focused audience. B2B services, consultants, and thought leaders thrive here

## Pinterest

- Age: 25–44
- Gender: ~70% female
- Top locations: USA, Canada, UK, Germany, France
- Users are planners, savers, and action-takers. High purchase intent, especially in fashion, home, lifestyle, and education

## Threads

- Age: 20–40 (early adopter professionals and creators)
- Gender: Mixed, slightly male-skewed
- Top locations: USA, UK, Australia
- Ideal for brands with a voice — commentary, insights, and thought-led content perform best

*So what content works?*



## THE DEMOGRAPHICS

### Facebook

- Age: 25–54 dominant, with strong usage in the 35–44 and 45–54 brackets
- Gender: ~56% male / 44% female (globally)
- Top locations: India, USA, Indonesia, Brazil, Mexico
- Still one of the largest platforms worldwide. Users are often family-oriented, value familiarity, and engage with community-driven and informative content. Ideal for tapping into warm audiences, especially with ads, local reach, or community groups.

### YouTube

- Age: 18–49 core demographic, with increasing use among 50+
- Gender: ~54% male / 46% female
- Top locations: USA, India, Japan, Brazil, Russia
- Highly diverse audience. Users come for everything from tutorials and reviews to entertainment and education. Strong for long-form storytelling, how-to content, and niche community building. High trust and retention when content is consistent.

*So what content works?*



# Platform-specific User Behaviour

WHAT CONTENT THE USERS ARE LOVING

PLATFORM-SPECIFIC USER BEHAVIOUR

PLATFORM	USERS COME TO...	THEY EXPECT...	YOUR JOB...	
Instagram	Be inspired, educated, entertained	High-quality visuals, quick value	Build trust, keep them engaged	
TikTok	Be entertained or deeply understood	Fast storytelling, relatability	Hook fast, keep it real	
Pinterest	Plan, save, take action later	Beautiful, clear ideas	Inspire action + offer visual solutions	
Threads	Think, react, converse	Smart takes, short thoughts	Start conversations, share your voice	
LinkedIn	Learn, connect, build credibility	Professional tone, real insights	Show expertise, spark discussion, build authority	
Facebook	Stay updated, connect with communities	Familiar, informative content	Build community, share updates, use strategic ads	
YouTube	Learn, binge, research or escape	Valuable long-form video, depth	Educate, entertain, build loyalty over time	

# Creating A Straegy

IT TAKES TIME - BUT POSITIONS YOU LIKE THE EXPERT

# THE CHECKLIST

## 1. Goals

- Clear goals with a timeline and an action plan

## 2. Audience Definition

- Who you're targeting. It's more than one person! (demographics + psychographics)
- Their pain points and goals
- What platforms they use and how they use them

## 3. Platform Selection

- Hero platform (primary focus)
- Supporting platform (repurposing or community building)
- Why these platforms make sense for your brand

## 4. Content Pillars

- 3–5 core topics (e.g., education, personal story, testimonials, tips)
- How each pillar supports your offer and audience needs
- Example content types for each pillar (e.g., Reels, carousels, captions)

## 5. Tone of Voice & Brand Style

- Keywords that reflect your brand personality
- Writing style: fun, educational, serious, sarcastic, etc.
- Visual branding: templates, colours, and layout consistency

## 6. Posting Schedule

- Frequency per platform (realistic + sustainable)
- Days/times to post (based on insights or planned experiments)
- Scheduling tool (e.g., Planoly, Later, Metricool)

## 7. Hashtag & SEO Strategy

- Researched hashtag banks per pillar
- Caption keywords for SEO (TikTok, Instagram, Pinterest)
- Geo-tags or location relevance if needed

## 8. Engagement Plan

- Time allocated to reply to comments/DMs
- Strategy for proactive engagement (e.g., commenting on ideal clients' posts)
- Community-building actions (polls, Q&As, etc.)

## 9. Content Ideas & Campaigns

- Bank of ideas mapped to pillars
- Monthly themes or promo periods
- Launches, freebies, or sales mapped in

## 10. Analytics & Review Process

- Metrics to track weekly/monthly (e.g., reach, saves, link clicks)
- Monthly review template or dashboard
- Notes on what's working and what needs adjusting



# A Sneak Peek into a Clients Strategy

THIS IS MI5 SECRET SERVICE STUFF...

*To understand what the brands purpose is ON social media*

SOCIAL MEDIA STRATEGYTHE NAIL DATES

# The Purpose

The Nail Dates aims to position itself as the go-to community for nail technicians who are looking to elevate their skills, expand their business, and gain the knowledge needed to work with premium clients. The purpose of the brand on social media is to educate, inspire, and build a loyal, engaged community that fosters growth, success, and pride in their craft.

Through visually appealing, editorial-style content, The Nail Dates will deliver high-quality, aspirational nail art and techniques along with business education to establish itself as a luxury brand, attracting nail technicians who are ready to invest in themselves and their businesses.

By showcasing high-end nail art & techniques, sharing business strategies, and providing a sense of community, The Nail Dates will create a space where nail technicians can connect, share, and grow. The ultimate goal is for every member to feel valued, appreciated, and proud to be part of an exclusive group that is transforming the nail industry.

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*How will you write captions? What’s the vibe you want to give off?*

SOCIAL MEDIA STRATEGY

THE NAIL DATES

# Tone of Voice

The Tone of Voice for The Nail Dates is a luxurious blend of sophistication, inspiration, and warmth. It's aspirational without being out of reach, premium while still feeling inclusive, and supportive yet motivating. Whether we're speaking to our audience through feed posts, stories, or videos, the message is always one of empowerment, exclusivity, and growth, helping every nail technician feel like they are part of a high-end, dynamic community that's committed to excellence.

By incorporating this tone, The Nail Dates will foster a community of highly engaged and loyal followers who feel both valued and inspired.

SOPHISTICATED | PREMIUM | CLASSY | INSPIRATIONAL | SUPPORTIVE | PROFESSIONAL | ENGAGING | FRIENDLY

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Identify your goal and actionable steps. I usually do 3 goals for a 3 months strategy.

SOCIAL MEDIA STRATEGY

THE NAIL DATES

# Goal 1: Community Building

**Objective:** Create a tight-knit, engaged community where members feel appreciated, celebrated, and supported. We want to establish a genuine connection with followers and celebrate the artistry and professionalism within the community.

Instagram Highlights:  
Create Community-Centric Highlights: Use Instagram Highlights to showcase important community events or series. This can include member spotlights, tutorials, and nail challenges. By making them easily accessible, you're constantly reinforcing the sense of community.

Action: Develop categories like "Member Spotlights", "Client Success", "Nail Challenges", and "Behind The Scenes" as Highlights to feature ongoing community-driven content.

Weekly Content Series: "Community Love Mondays":  
Content Type: Share user-generated content (UGC) that features nails created by members or customers. Encourage them to tag The Nail Dates when sharing their work.

Action: Every Monday, repost a few selected nail designs from members who tagged the brand in their posts. Share the work in your feed, add your commentary, and celebrate the talent within the community. This builds trust and a sense of belonging.

Interactive Instagram Stories:  
Polls/Questions: Use interactive features like polls, questions, and sliders to engage with followers on topics that matter to them, such as pricing, new techniques, or challenges they face.

Action: Use the Poll sticker to ask "What's your favourite nail art style?" or "What's your biggest challenge with nail design?" to start conversations and collect valuable feedback.

Action: Use the Question sticker to ask followers for their "top tips" for premium nail designs. Repost the best answers in your Stories to encourage engagement.

Instagram Carousel Series: "Member Mastery":  
Content Type: Create carousel posts that feature a member's journey, highlighting their growth, success, and unique nail designs. This could be a monthly series.

Action: Develop a structured template for showcasing members' transformations over time (e.g., before and after their membership, skill improvements, or business milestones). End each carousel with a call to action, inviting people to join and experience the same results.

Instagram Stories: Behind-the-Scenes Series:  
Content Type: Share behind-the-scenes content that takes followers inside the brand. This could include content about the process of designing premium nails, the production of educational content, or the work environment of The Nail Dates.

Action: Set up a Stories series titled "Behind the Nails," where each story gives a sneak peek into different aspects of the business or nail artistry, like setting up an event, designing a new tutorial, or attending a nail art event.

Action: Use the Poll sticker to let the audience vote on what content they'd like to see next from behind the scenes (e.g., "Want to see a tutorial on luxury ombre nails?").

"Nail Art Challenge" Feature:  
Content Type: Organise a monthly nail art challenge that followers can participate in. Use Instagram's Story Highlights to display their creations, and make it a regular, anticipated event.

Action: Announce a monthly nail art theme or technique challenge (e.g., "Minimalist Luxury Nails" or "Winter Glam") and invite members to create and tag their designs.

Action: Feature the best entries in a dedicated Highlight, and offer special recognition like 'Best Design of the Month' to keep community members excited and involved.

content! "

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*Metrics I'll be monitoring closely which align with the goals given.*

- *RivalIQ*
- *Later*
- *Hootsuite*
- *Sprout Social*
- *Socialinsider*
- *Meta for Creators*
- *YouTube Creator Academy*
- *TikTok Creator Center*

SOCIAL MEDIA STRATEGY

THE NAIL DATES

# Metrics to Monitor Progress

## COMMUNITY BUILDING

**Follower Growth:**  
Target a 5-10% increase in UK-based followers within three months, focusing on nail technicians aged 25-34.

**Engagement Rate:**  
Aim for at least 6-8% engagement on posts (likes, comments, saves, and shares) by creating community-driven content that resonates with followers.

**Instagram Story Engagement:**  
Aim for at least 20-30% engagement on interactive Instagram Stories (polls, questions) to drive participation and feedback.

## INCREASE IN CONVERSIONS

**Membership Sign-Ups:**  
Target a 5-10% increase in membership sign-ups within three months, driven by exclusive content teasers, FOMO-driven posts, and value-driven messaging.

**Website Traffic from Instagram:**  
Monitor the number of link clicks and profile visits from Instagram to track interest in the membership.  
Aim for at least 10-15% increase in link clicks from Instagram to the membership or sign-up page over three months.

## BRAND STORY & AESTHETIC

**Engagement Rate on Editorial Posts:**  
Target 7-9% engagement on editorial-style posts (likes, comments, shares, and saves). Saves & comments will be monitored more closely.

**Reach & Impressions:**  
Aim for a 10-15% increase in reach and impressions on your editorial content.

**Saves & Shares:**  
Target 5-7% save/share rate on top-performing editorial posts.

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Who are we speaking to? Break down the customer in *DETAIL*. - It helps!  
I do 3 of these.

- Answer the public
- Google Trends
- Instagram polls
- Google Analytics
- Social media analytics

SOCIAL MEDIA STRATEGY

THE NAIL DATES

ABOUT

Sophie Martin - The Ambitious Nail Technician

- Age: 30
- Occupation: Nail Technician, Owner of a Small Nail Studio
- Income Level: £35K-£50K per year
- Lifestyle: Works long hours in her nail studio and is passionate about improving her skills and offering premium services. She is eager to grow her business and build a loyal client base.
- Business Goals: Increase clientele, raise service prices, and establish herself as a premium nail technician in her local area.

Pain Points:

- Struggles with staying competitive in a crowded market.
- Feels uncertain about raising prices without losing clients.
- Wants to work with more premium clients but lacks advanced skills to offer high-end services.

Preferred Membership Inclusions:

- Business Growth Packs: Comprehensive resources covering branding, pricing, and client management to help Sophie grow her business and raise her prices confidently.
- Exclusive Workshops: Monthly live workshops on advanced nail techniques and business strategies, designed to elevate her skills and offer high-end services.
- Mindset & Motivation Classes: Tailored classes to help Sophie stay motivated and focused on growing her business, with practical advice on managing business stress.
- Exclusive Discount Codes: Access to discounts on top nail brands and tools, ensuring Sophie has the best materials for her studio

PURCHASE PATH

Awareness Stage:

- Discovers The Nail Dates through Instagram posts showcasing premium nail art tutorials.
- Watches a video showing how high-end techniques can attract luxury clients.
- Follows the Instagram page to stay updated on the latest nail trends and business tips.

Consideration Stage:

- Visits the website to explore premium membership offerings, including tutorials and business strategy workshops.
- Signs up for the free newsletter to receive tips on how to grow a premium nail business.
- Considers the value of becoming a member after reading testimonials from other successful nail artists who have grown their businesses using The Nail Dates' resources.

Decision Stage:

- Joins The Nail Dates' membership after realising the opportunity to elevate her skill set and grow her nail business.
- Attends an exclusive masterclass on luxury nail art techniques.
- Shares her success story in the community, encouraging others to join.

Customer Persona #1



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Strengths & Weaknesses.

- Similarweb
- Ubersuggest
- Ahrefs
- BuiltWith
- Social Blade
- HypeAuditor
- Not Just Analytics
- Facebook Ad Library
- TikTok Creative Center
- Milanote
- Notion
- Google Alerts

SOCIAL MEDIA STRATEGY

THE NAIL DATES

# Competitor Analysis

**STRENGTHS**

Community Focus:

- The Nail Tech Org has a strong emphasis on building a supportive community for nail technicians, offering a space for them to connect, learn, and share their experiences. This aligns well with The Nail Dates' goal of fostering a sense of belonging and support within the nail industry.

Educational Resources:

- Like The Nail Dates, The Nail Tech Org offers a variety of educational content such as online workshops, tutorials, and resources aimed at helping nail technicians improve their skills and grow their businesses. This is a core strength that appeals to nail technicians looking to learn and develop.

Industry Credibility:

- The Nail Tech Org is recognized within the nail industry and has built strong credibility through its educational resources and community-driven initiatives. It positions itself as an authoritative figure, which helps to establish trust among followers and members.

Comprehensive Member Support:

- The brand offers support through various channels, including access to mentors, business coaching, and social media engagement, which can benefit members looking for more structured guidance and professional development.

Networking Opportunities:

- They offer 4-5 networking events each year along with retreats. They push this a lot within their marketing and are widely known for it.

**WEAKNESSES**

Lack of Aspirational Content:


- The Nail Tech Org doesn't focus as heavily on aspirational content, which is important for attracting nail technicians who aim to elevate their skills and brand. Without a focus on high-end, luxurious design and business growth, it may not appeal to professionals looking to target premium clientele.

Visual Branding is Weak:

- The visual branding of The Nail Tech Org lacks the polish and consistency seen in The Nail Dates. Its aesthetic doesn't align as strongly with the luxury nail art world, which could limit its appeal to higher-end professionals looking for sophisticated, professional-looking content.

Less Focus on Wellness and Mindset:

- Unlike The Nail Dates, The Nail Tech Org doesn't emphasize the wellness and mindset aspects of being a nail tech. This is a missed opportunity to cater to the mental health and well-being of professionals, especially when dealing with the stresses of running a business or working long hours.



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How we’re going to do better!

SOCIAL MEDIA STRATEGY

THE NAIL DATES

# Brand Differentiation

Emphasis on Community and Engagement

- The Nail Dates will foster a tight-knit, supportive community of nail technicians where collaboration, shared learning, and mutual support are at the core. Through regular shoutouts, member spotlights, and group chats, the brand will actively engage with followers and create a sense of belonging.
- Content Strategy: Regularly share tagged posts from members, feature success stories, and highlight personal journeys to keep the community feeling celebrated and involved.

Wellness Integration for Nail Technicians

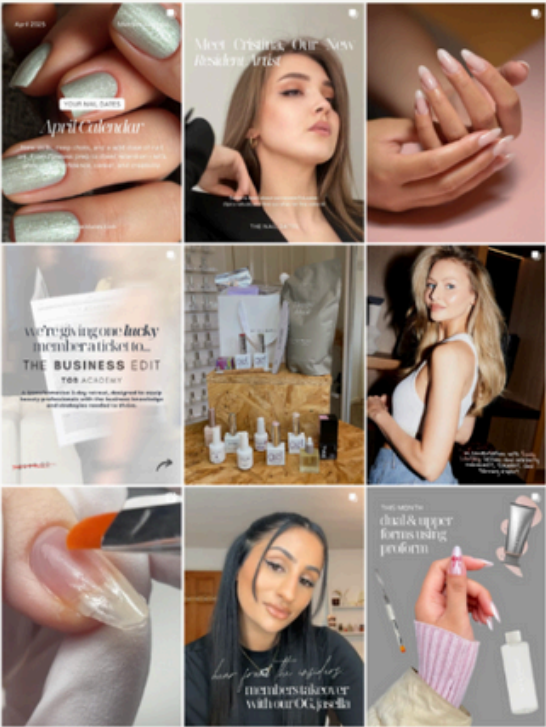
- Recognising the physical and mental toll of the nail profession, The Nail Dates will integrate wellness-focused content on social media. This includes Pilates sessions, mindset coaching, and mental health resources designed specifically for nail technicians to reduce stress, prevent burnout, and maintain overall well-being.
- Content Strategy: Post wellness tips, share short Pilates workouts or mindfulness practices in Stories, and host live wellness sessions to balance the emphasis on technical skill with self-care.

Aesthetic & Editorial-Led Visual Identity

- The social media presence will have a luxury, editorial-style aesthetic that positions The Nail Dates as a premium brand. Each post will be carefully curated to reflect high-end, sophisticated designs and nail artistry. This will help establish the brand as a leader in both style and expertise.
- Content Strategy: Consistently use high-quality images and videos with clean, polished visuals, styled to resemble fashion editorial spreads. Incorporate minimalistic design elements, bold typography, and luxurious backgrounds to maintain the premium vibe.

Interactive & Creative Social Campaigns

- To keep followers engaged and constantly learning, The Nail Dates will regularly launch creative challenges and interactive campaigns, such as "Design of the Month" contests, nail art challenges, and business growth quizzes. These will provide members with fun, engaging ways to showcase their skills and win exclusive prizes or perks.
- Content Strategy: Use Instagram polls, Q&A sessions, and interactive challenges to encourage participation. Offer valuable rewards, such as free workshops or tools, to maintain excitement and active engagement across the community.

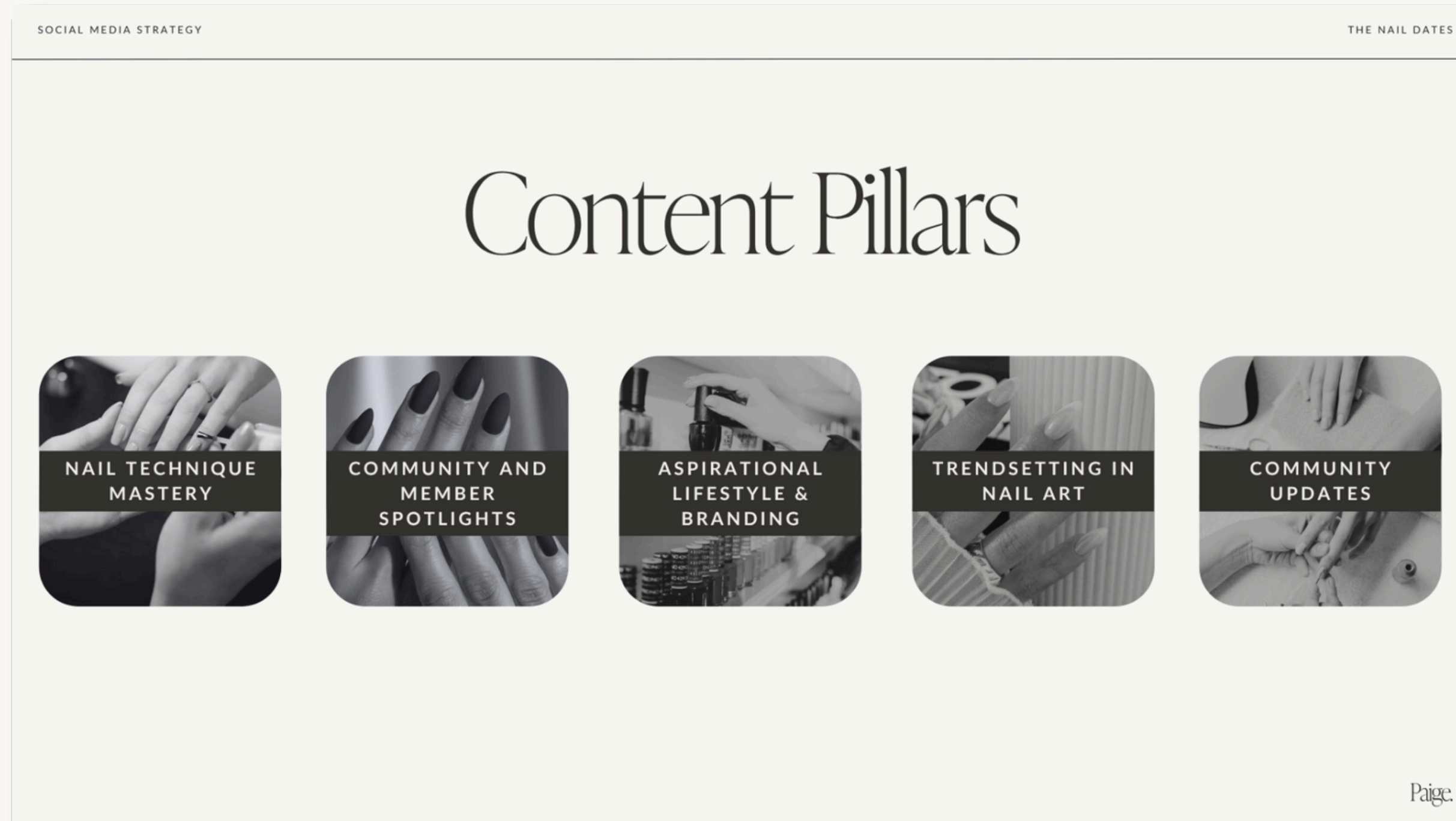


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*PERSONALISED content pillars that speak to your audience. (the next module will cover how to create these!)*



Content ideas for each pillar

CONTENT PILLAR

Nail Technique Mastery

CONTENT IDEA EXAMPLES

"How to Achieve the Perfect French Tip"

Format: Reel

Summary: Demonstrate the step-by-step process for creating perfect French tips, including tips for precision and longevity.

"3 Secrets to Flawless Ombre Nails"

Format: Carousel

Summary: Break down three essential tips to mastering the ombré technique and ensuring flawless results.

"How to Sculpt Perfect Acrylic Nails"

Format: Reel

Summary: Show how to sculpt acrylic nails from start to finish, focusing on precision and durability.

"Nail Art Stamping: The Ultimate Guide"

Format: Carousel

Summary: Guide to using nail stamping for detailed, professional designs quickly and easily.

"How to Nail Marble Effect Designs"

Format: Reel

Summary: Show how to create stunning marble nail designs using basic tools and techniques.

"The Best Way to Do a Perfect Gel Manicure"

Format: Carousel

Summary: Share tips for applying gel nails that stay flawless and last, focusing on prep and application.

"Sculpting with PolyGel: A Step-by-Step Guide"

Format: Reel

Summary: Show how to sculpt PolyGel nails, explaining why it's a great alternative to traditional acrylics.

"How to Master Nail Art with Negative Space"

Format: Carousel

Summary: Provide a detailed guide to incorporating negative space into nail art, making it both simple and creative.

"How to Achieve the Perfect Marble Nail Design"

Format: Reel

Summary: Walk through the steps of creating a high-end marble nail design with flawless results.

"5 Nail Art Techniques Every Nail Tech Should Know"

Format: Carousel

Summary: Share essential nail art techniques that elevate a nail tech's skill set and portfolio.

"How to Create Gradient Nails Like a Pro"

Format: Reel

Summary: Step-by-step guide on creating smooth, gradient nail designs that look professional.

"Nail Art for Beginners: Easy First Steps"

Format: Carousel

Summary: Provide beginner-friendly nail art techniques for new nail technicians or aspiring artists.

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Content that is evergreen

SOCIAL MEDIA STRATEGY

THE NAIL DATES

Reoccurring content

POSTED EVERY MONTH

MONTHLY CALENDAR

Summary:

A monthly calendar which explains whats happening in the coming months within TND membership which can cover new tutorials, lives, busine mentoring, therpay sessions for mindset, pilates sessions, trends and so on.

MONTHLY CONTENT CALENDAR

Summary:

A monthly content calendar which outlines content ideas for the month along with upcoming trends for marketing purposes.

MEET OUR GUEST ARTIST OF THE MONTH

Summary:

Introduce our guest speaker who will be contributing to the membership. Share their background, expertise, and the upcoming class they'll be offering.

TND MEMBER TAKEOVER

Summary:

A member shares their story, experiences with The Nail Dates, and showcases their work. This content builds a sense of community and gives followers a personal connection to the members.

EVENT PUSH/ZOOM EVENTS

Summary:

Announce an upcoming event, workshop, or live session. Include a countdown, a brief preview of what's to come, and a call to action for members to register or attend.

LETTERS FROM MEMBERS (TESTIMONIALS/REVIEWS)

Summary:

Share a review or testimonial from a member about their experience with The Nail Dates. Focus on what they've gained from the membership and how it has positively impacted their career.

MONTHLY ROUND UP

Summary:

Share all the BTS of what's been happening over the last month. Whether that be preparing for an event, finding guest speakers, unboxing new products, putting new features on the website. It's a way to show the BTS authentically.

MEMBERSHIP LOOKBOOK

Summary:

Share a carousel post of different members and their work they have produced. It's a way of giving inspiration but also sharing the community and making them feel seen.

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The purpose of each content pillar and what it will bring to the strategy

SOCIAL MEDIA STRATEGY

THE NAIL DATES

# Content strategy overview

## WHAT THEY DO

### NAIL TECHNIQUE MASTERY

**Purpose:**  
To establish The Nail Dates as the go-to source for mastering advanced nail art techniques. This pillar focuses on offering in-depth tutorials, step-by-step guides, and expert tips for nail artists who want to elevate their skills and stay ahead of trends.

**What it brings:**

- **Authority & Expertise:** Positions The Nail Dates as a leading educational resource for professional nail artists, showcasing the brand's ability to teach advanced techniques, tips, and industry trends.
- **Educational Value:** Provides nail artists with clear, actionable tutorials on a variety of advanced nail art techniques—from intricate designs to mastering new materials and trends.
- **Skill Development:** By providing detailed guides and tutorials, this pillar helps nail technicians continuously improve and refine their craft, enabling them to offer better services to their clients and grow their businesses.

### COMMUNITY AND MEMBER SPOTLIGHTS

**Purpose:**  
To create a sense of belonging and celebrate the achievements of The Nail Dates members. This pillar focuses on sharing inspiring stories, member successes, and providing a platform for nail technicians to showcase their work and progress.

**What it brings:**

- **Community Engagement:** Builds a tight-knit, supportive community of nail artists who share their journeys, challenges, and triumphs, fostering a positive environment for growth and learning.
- **Authenticity & Connection:** Highlights real member stories and achievements, which humanizes the brand and strengthens its relationship with the community.
- **Inspiration & Motivation:** Showcases how The Nail Dates members are achieving their goals, motivating others to push forward in their own journeys, whether it's improving their craft or growing their business.

### ASPIRATIONAL LIFESTYLE & BRANDING

**Purpose:**  
To position The Nail Dates as a premium, aspirational brand in the nail art industry. This pillar showcases the lifestyle of top-tier nail artists and helps build a brand that nail technicians aspire to be a part of.

**What it brings:**

- **Brand Positioning:** Establishes The Nail Dates as a luxury brand by emphasizing high-quality design, professional excellence, and the lifestyle of successful nail artists.
- **Inspiration & Empowerment:** Motivates members and followers by showing them that they can not only perfect their craft but also build a thriving, profitable business that attracts high-end clients.
- **Aspirational Content:** Shares stories and visuals that embody the aspirational side of the nail industry, encouraging followers to elevate both their artistry and business approach.

### TRENDSETTING IN NAIL ART

**Purpose:**  
To keep The Nail Dates at the forefront of the latest nail trends. This pillar focuses on showcasing cutting-edge nail art, new techniques, and upcoming trends that nail artists need to know to stay relevant in the industry.

**What it brings:**

- **Innovation & Authority:** Positions The Nail Dates as an industry leader in trendsetting nail art, making it the go-to source for new ideas and inspiration in the nail industry.
- **Educational Value:** Provides followers with the tools and knowledge to master the latest nail trends, offering tutorials on how to execute the trends and incorporate them into their work.
- **Engagement & Creativity:** By tapping into current trends, this pillar encourages creativity and helps nail technicians stay inspired while providing them with opportunities to showcase their interpretations of the latest trends.

### COMMUNITY UPDATES

**Purpose:**  
To keep the The Nail Dates community informed and engaged with updates about upcoming events, new content releases, exclusive workshops, and more. This pillar ensures the community feels connected and excited about what's coming next.

**What it brings:**

- **Timely & Relevant Information:** Ensures that the community stays up-to-date with the latest happenings at The Nail Dates, from new content launches to exciting upcoming events.
- **FOMO (Fear of Missing Out):** By creating anticipation and excitement around exclusive content and events, this pillar helps build urgency and increases engagement with the brand.
- **Active Engagement:** Regular updates and announcements keep the community engaged, making followers feel part of the brand's journey and growth while also motivating them to participate in upcoming activities.

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*You can add hashtags too for some platforms.*

SOCIAL MEDIA STRATEGY

THE NAIL DATES

Keywords/Geo tags

KEYWORD EXAMPLES

- Nail Art
- Nail Technician
- Luxury Nails
- Nail Design
- Premium Nail Services
- Nail Tutorials
- Professional Nail Artist
- Nail Business
- Nail Artistry
- Nail Techniques
- Advanced Nail Art
- Nail Education
- Creative Nail Designs
- Nail Masterclass
- Nail Salon
- Manicure
- Pedicure
- Gel Nails
- Acrylic Nails
- Nail Art Trends

GEO TAGS

- London
- Manchester
- Birmingham
- Glasgow
- Liverpool
- Edinburgh
- Leeds
- Bristol
- Sheffield
- Newcastle
- Nottingham
- Cardiff
- Leicester
- Coventry
- Southampton
- Sunderland
- Derby
- Hull
- Belfast
- Wolverhampton

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Holidays in the clients country

SOCIAL MEDIA STRATEGY

THE NAIL DATES

# Major holidays

New Year's Day – January 1

Content Idea: "New Year, New Goals – Elevate Your Nail Art Career with The Nail Dates"

Start the year with a fresh approach to nail art, focusing on setting career goals, improving skills, and offering new services.

Valentine's Day – February 14

Content Idea: "Love Your Craft – Show Your Clients You Care with Stunning Valentine's Day Nail Art"

Share themed tutorials or promotions for creating romantic nail designs, perfect for clients preparing for the holiday.

Easter – April (varies)

Content Idea: "Spring Into Nail Art – Fresh Designs for the Easter Season"

Highlight bright, floral designs for the spring season, showcasing playful Easter-themed nail art.

Bank Holiday – May (varies)

Content Idea: "Bank Holiday, Business Boost – Time to Upskill and Grow Your Nail Art Skills"

Promote your online tutorials and workshops, ideal for those looking to improve their skills over the long weekend.

Summer Bank Holiday – August (varies)

Content Idea: "Summer Vibes, Luxe Nails – Get Ready for the Season with Gorgeous Designs"

Feature vibrant, seasonal nail art ideas for holidays, vacations, or summer events, with a focus on luxury designs.

Halloween – October 31

Content Idea: "Spooky Chic – Nail Art That Will Give Your Clients a Thrill This Halloween"

Showcase fun, edgy Halloween nail art designs and tutorials, perfect for clients looking to get festive.

Christmas – December 25

Content Idea: "Tis the Season for Luxury Nails – Holiday Nail Art Designs to Wow Your Clients"

Promote elegant, festive nail designs for the Christmas season, along with any special holiday offers or workshops.

Boxing Day – December 26

Content Idea: "Boxing Day, Business Boost – Reflect on Your Growth and Start Preparing for the New Year"

Focus on mindset coaching or reflecting on business growth over the year, and how to set goals for the upcoming year.

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Social media holidays that relate

SOCIAL MEDIA STRATEGY

THE NAIL DATES

# Social Media holidays

<p>National Nail Polish Day – June 1</p> <p>Content Idea: Celebrate the beauty of nail polish with tutorials on trending shades and how to use them to create stunning designs.</p>	<p>World Gratitude Day – September 21</p> <p>Content Idea: Share a post expressing gratitude to your followers and community, highlighting success stories from your members and acknowledging their progress.</p>
<p>International Women's Day – March 8</p> <p>Content Idea: Highlight strong, inspiring female nail artists, and share stories from your community about empowering women in the nail industry.</p>	<p>National Customer Service Week – October 7-11</p> <p>Content Idea: Focus on the importance of providing excellent customer service in the nail industry and share tips on how to create long-lasting client relationships.</p>
<p>World Health Day – April 7</p> <p>Content Idea: Focus on wellness with a post about maintaining healthy nails, promoting both physical well-being and mental health for nail technicians.</p>	<p>Social Media Day – June 30</p> <p>Content Idea: Encourage members to share their progress and creations on social media, using your brand hashtag to promote their work and build a sense of community.</p>
<p>National Creativity Day – May 30</p> <p>Content Idea: Celebrate creativity in the nail art world by sharing your most creative and unique nail designs. Encourage followers to share their own creations.</p>	<p>National Mentoring Day – October 27</p> <p>Content Idea: Highlight the mentorship opportunities available through The Nail Dates community, showcasing how experienced artists can help guide those new to the field.</p>
<p>Self-Care Day – July 24</p> <p>Content Idea: Encourage nail technicians to take time for self-care by participating in wellness activities like Pilates, mindfulness, or taking breaks to recharge.</p>	<p>National Makeup Day – August 30</p> <p>Content Idea: Celebrate all things beauty, including nails, and show how nail art is a key part of the beauty industry, offering tutorials on how to pair nail art with makeup.</p>
<p>National Boss's Day – October 16</p> <p>Content Idea: Celebrate the entrepreneurs in your community. Share tips on building a successful nail business and offer insights on becoming a "boss" in the nail industry.</p>	<p>World Smile Day – October 2</p> <p>Content Idea: Focus on how nail art can bring smiles to clients' faces and share fun, bright designs to lift spirits.</p>
<p>World Mental Health Day – October 10</p> <p>Content Idea: Share advice on how nail technicians can protect their mental health, including tips on managing stress, dealing with client expectations, and maintaining a healthy work-life balance.</p>	<p>National Selfie Day – June 21</p> <p>Content Idea: Encourage followers to post selfies of their nail art designs and tag The Nail Dates for a chance to be featured on your page.</p>
<p>National Entrepreneur's Day – November 16</p> <p>Content Idea: Highlight the entrepreneurial side of being a nail artist, sharing tips on how to grow and maintain a thriving nail business.</p>	<p>World Photography Day – August 19</p> <p>Content Idea: Share tips for taking stunning photos of nail art, showcasing how professional images can help nail artists build their brand.</p>
<p>National Relaxation Day – August 15</p> <p>Content Idea: Showcase how nail techs can incorporate relaxation techniques into their busy schedules, like taking breaks or practicing mindfulness to prevent burnout.</p>	<p>National Colouring Day – September 12</p> <p>Content Idea: Share colourful, vibrant nail art designs or run a creative nail art challenge asking followers to submit their most colourful designs.</p>
<p>International Day of Happiness – March 20</p> <p>Content Idea: Share how nail art can bring joy and happiness to clients and nail artists, and promote the importance of staying positive in business.</p>	<p>World Social Media Day – June 30</p> <p>Content Idea: Celebrate the power of social media in building the nail art community and offer tips on how nail artists can grow their online presence and attract clients.</p>

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Feed design, branding overview (which the client should give you)

SOCIAL MEDIA STRATEGY

THE NAIL DATES

# Social Media

LOOK & FEEL

The Nail Dates' Instagram feed is sleek and modern, with a neutral colour palette of whites, greys, and blacks, creating a professional yet approachable feel.

The feed isn't rigidly patterned but maintains visual consistency through the use of branded fonts: Editors Note Light for titles, Gotham Regular for body text, and Harlow Script for fun accents.

The content mixes nail design shots, event highlights, and text-based posts like member spotlights and content calendars, ensuring the feed remains polished, engaging, and easy to navigate.

BRANDING ELEMENTS

Editors Note Light

—

TITLES

Gotham Regular

—

BODY TEXT

Harlow Script

—

USED FOR PERSONALITY

THE NAIL DATES

Meet Alysha

Our New Resident Artist

Curious to know what it's like to be a nail artist? Meet Alysha, our new resident artist, and find out what it's like to be a nail artist.

THE NAIL DATES

Love Letters

From Our TND Members

THE NAIL DATES

THE NAIL DATES

Monthly Content Calendar

THE NAIL DATES

THE NAIL DATES

April

EVERYTHING THAT'S HAPPENED AT TND IN THE LAST MONTH

THE NAIL DATES

Workshop Series

THE NAIL DATES

THE NAIL DATES

Member Takeover

THE NAIL DATES

THE NAIL DATES

Your Nail Dates

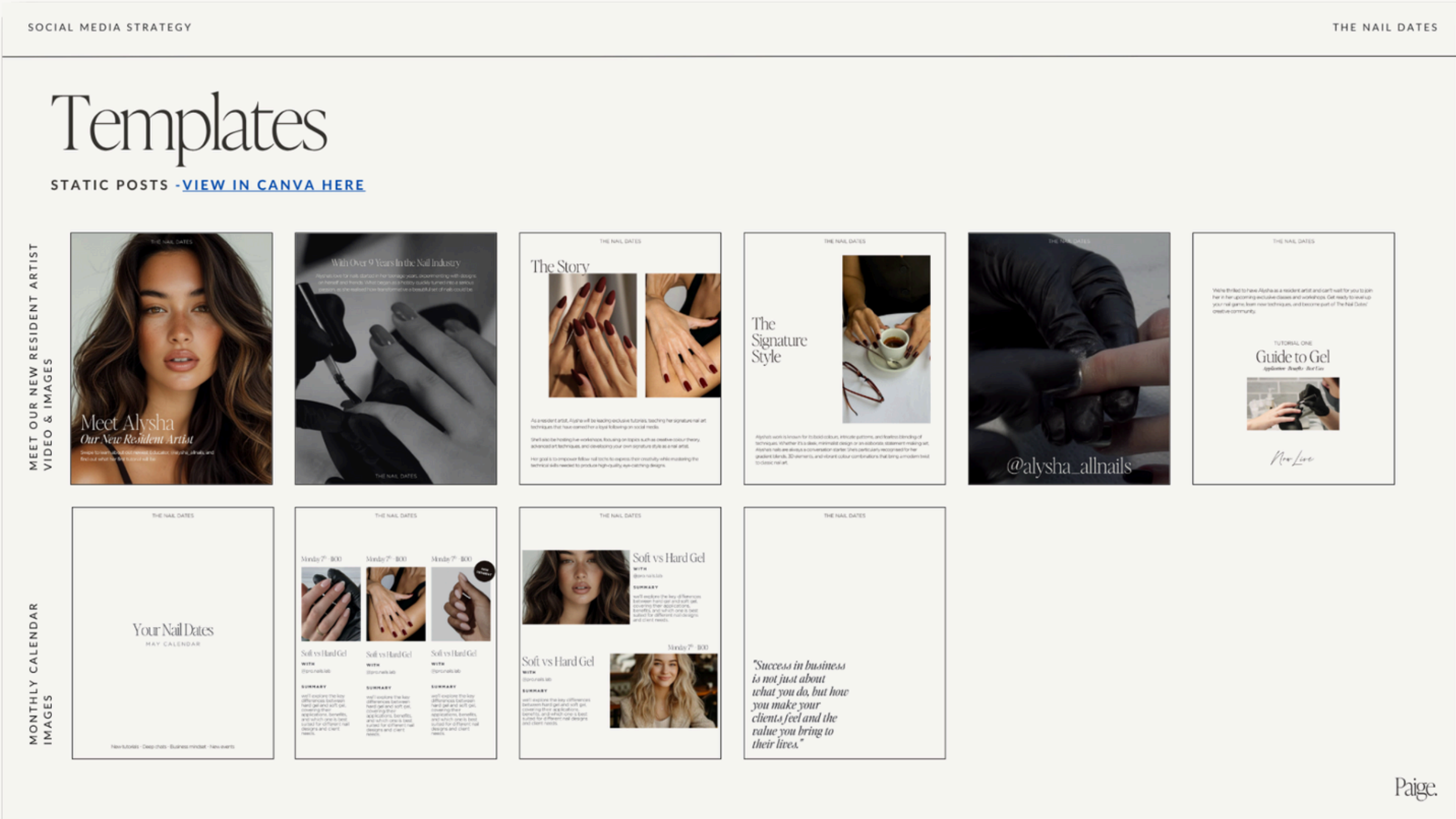
MAY CALENDAR

THE NAIL DATES

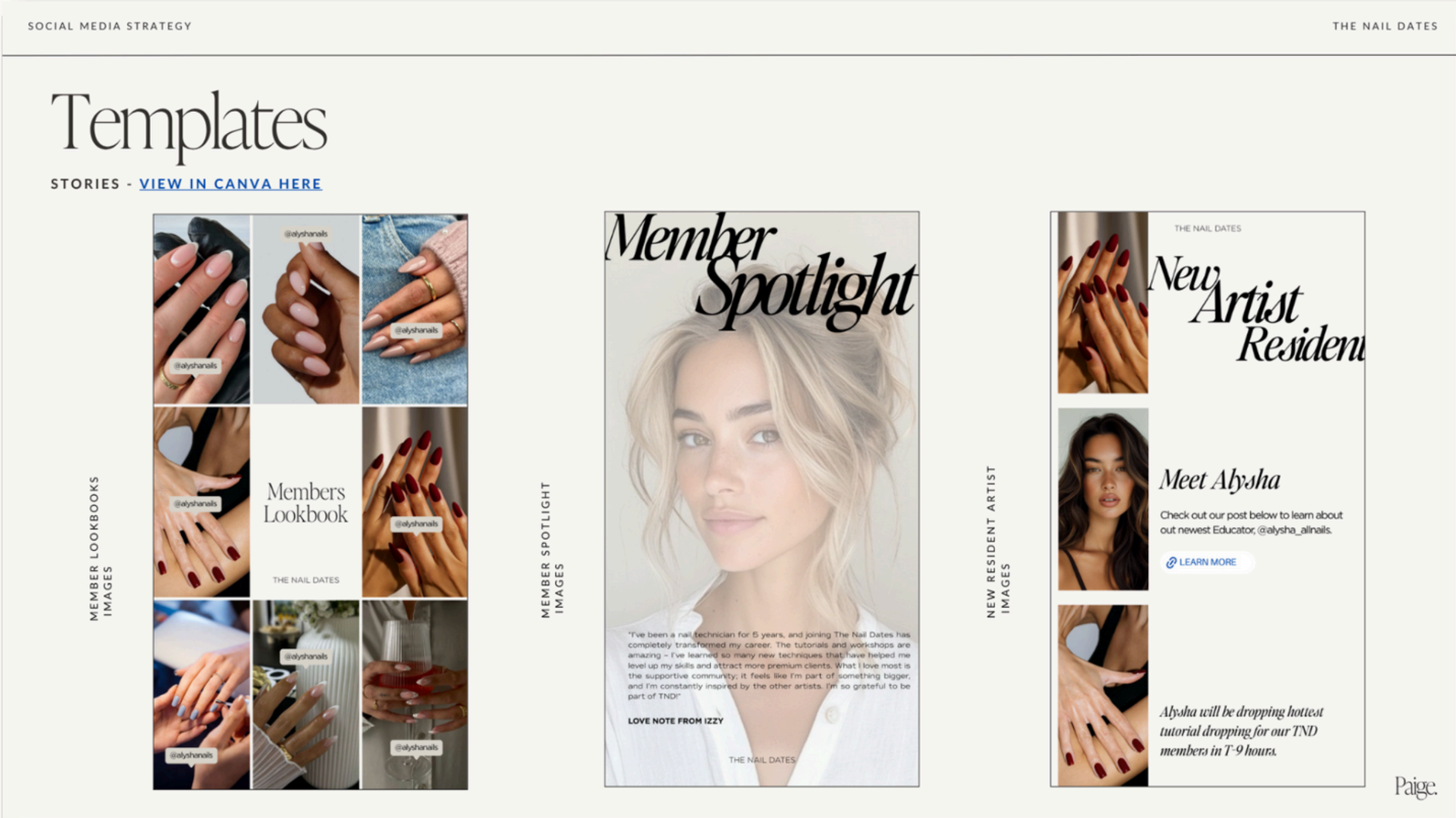
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Template designs (I usally create about 8 different templates)



Story templates (I usually create 8 different templates)

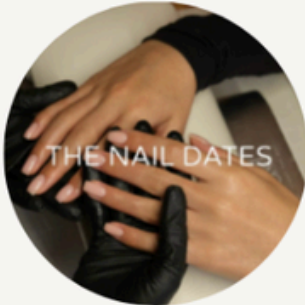


Bio optimisation (this one is specific to Instagram)

SOCIAL MEDIA STRATEGY

THE NAIL DATES

# Bio Optimisation



140

POSTS

13.4K

FOLLOWERS

5


FOLLOWING

@THENAILDATES

The online community for nail techs

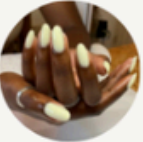
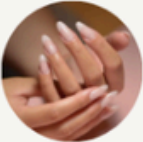
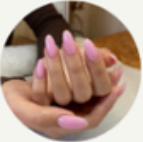

Supportive space for growth

Tutorials, business, social media tips, wellbeing & events

Join our waitlist below 

[www.thenaildates.com](http://www.thenaildates.com)

these will be  
addition to whats  
already there



OUR STORY

MEMBERSHIP

CALENDAR

MEMBERS

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Posting schedule using the content pillars.

Posting Schedule

●

MONDAY - THIS NEVER CHANGES.

Feed - Tutorial Tips

Story- New Tutorial Now Live

●

TUESDAY

Feed - Community & Member Highlights

Story- Aspirational Lifestyle & Branding

●

WEDNESDAY

Feed -Aspirational Lifestyle & Branding

●

THURSDAY

Feed - Trendsetting in Nail Art

Story- Community & Member Highlights

●

FRIDAY

Feed - Community Updates

Story- Nail Technique Mastery

TUESDAY TO FRIDAY  
ARE FLEXIBLE

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# The Overview

NOW, DON'T FORGET THIS...



UNDERSTANDING YOUR

## Goals



Gives you direction & purpose to show up. Why are you even here? What do you want from social media?

UNDERSTANDING YOUR

## Customer



Helps you finalise your tone, aesthetics, messaging, platforms/posting times, to then go on to build connections and resonate.

UNDERSTANDING YOUR

## Competitors



Keeps you relevant, seeing what your audience already responds to, spotting gaps, and finding inspiration to make it your own.

UNDERSTANDING YOUR

## Content pillars



Creates consistency and makes you set themes that relate to your goals and customer.

# Your PlayBook Practice

ACTION TASK

# YOUR PLAYBOOK PRACTICE

*Take 10–15 minutes to answer these prompts in your notes or a journal:*

1. What topics naturally come up in your business again and again? (These are content ideas!)
2. What do you want to be known for?
3. What type of content does your audience need, and what type do they enjoy/engage with right now?







# THE TEMPLATE VAULT

*My recommended downloads for this module*

## Social Media Strategy Template

It's now your turn to build a social media strategy

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# Turn the Paige

AND FOLLOW THE PLAYBOOK

NEXT UP: CONTENT PILLARS & PLANNING