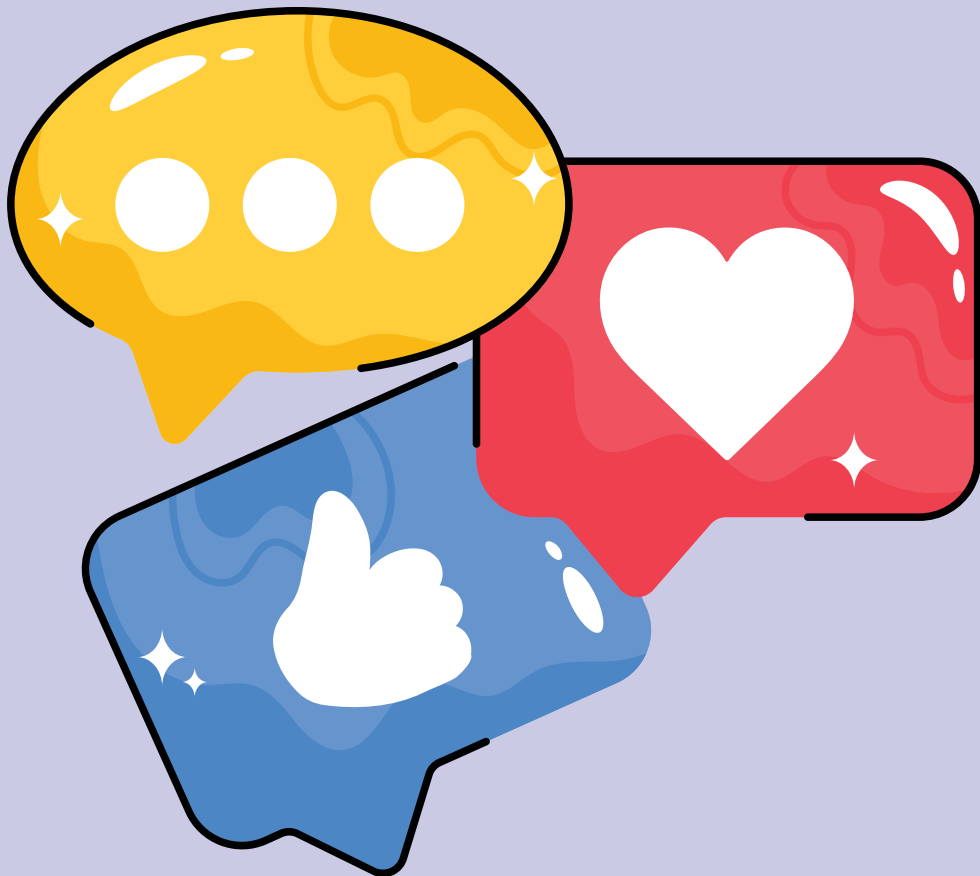


In your business.



PERFECT SKIN STARTS HERE

SkinBase Social Media Guide

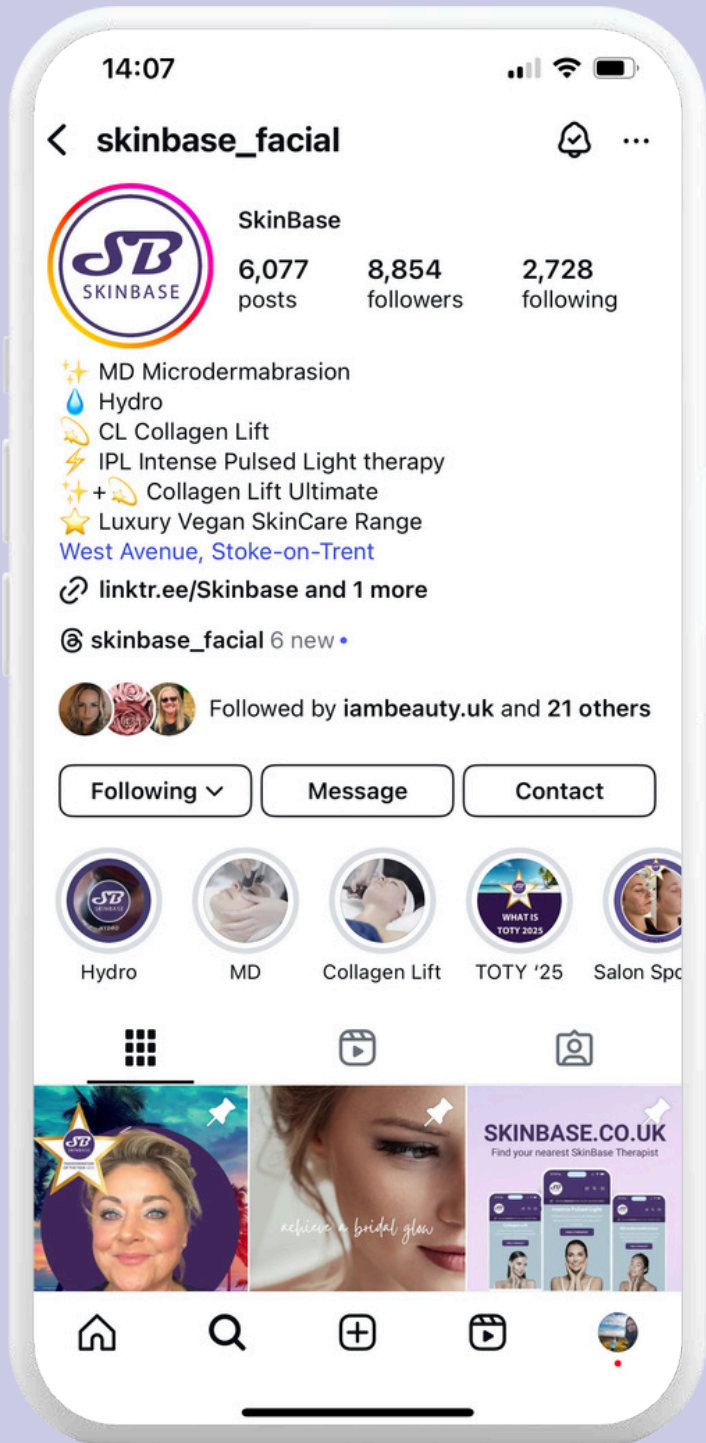
Page	Content
04.	What Should I Include In My Bio?
06.	How Should I Take Before & Afters?
07.	How Do I Tag a Brand?
09.	What Size Should My Post Be?
11.	What Should I Include In My Caption?
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SkinBase Social Media Guide

In today's digital-first world, social media is one of the most powerful tools a business can use to build & grow its brand.

So, whether you're just getting started with your business social media or you're looking to polish your online presence, our Social Media Guide is here to make it easier.

We've compiled answers to some of the most common questions that come up when creating effective content.



What Should I Include In My Instagram Bio?

Your Instagram bio is often the first interaction a potential customer has with your brand. You only have 150 characters (25-30 words), so make them count!

To update your Instagram bio, go onto your account and click 'edit profile' button. There you can edit your bio, any links and your public business info.

What Should I Include In My Instagram Bio?

Business - What Do You Do?

Your bio should clearly communicate your core services or products so there's no confusion. You'll also have a better shot at showing up in relevant searches. E.g., "Advanced Skincare Specialist" or "Acne & Anti-Ageing Expert"

Location - Where Are You Based?

A clear location helps people instantly know if your business is relevant to them. For service-based brands, location is often a deal-breaker for whether someone follows or books, so it is very important to include this.

External Link - What Do You Want Clients to Do?

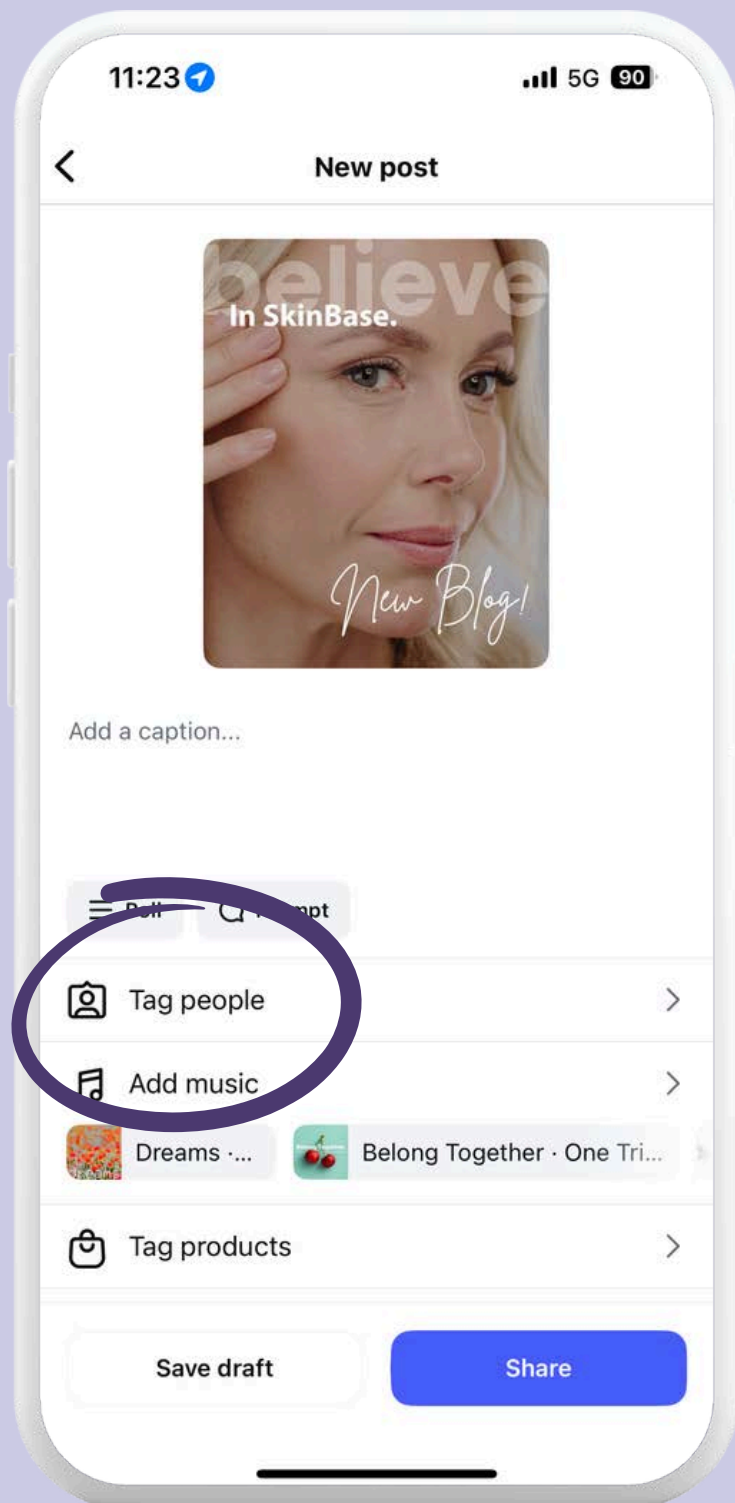
Your bio should also guide users on what to do next with a Call to Action and a clickable link. For example, include "book your facial today!" and a link to your site. Your CTA tells people what to do and your link lets them do it.

How Should I Take Before & After Pictures?



- ✓ In Focus
- ✓ Same Angle
- ✓ Same Lighting
- ✓ Clear Background
- ✓ Same Positioning
- ✓ Neutral Expression

The most impactful results from a course of non-surgical treatments are those that show a true before and after - with the same camera, lighting, positioning, angle, expression, etc.



How Do I Tag a Brand?

1. To start a new post, tap the '+' icon and choose your photo.
2. Make any edits you would like (e.g. adding music) then tap 'Next'.
3. On the 'New Post' screen, as shown, tap the 'Tag people' button.
4. Tap anywhere on the photo and start typing the brand name, e.g. '@skinbase_facial'.
5. Tap the name when it appears, then tap 'Done', and share your post!

Why Should I Tag Brands In My Posts?

Increase Visibility

Tagging a brand, such as SkinBase, in your content is valuable exposure.

When they reshare, it puts you in front of a much larger audience.

This is like a mini spotlight on your business, often leading to increased engagement, followers, and bookings.

It's a free and effective way to extend your reach beyond your own followers.

Build Trust

Tagging the brand you're working with adds a layer of professionalism and transparency that builds trust.

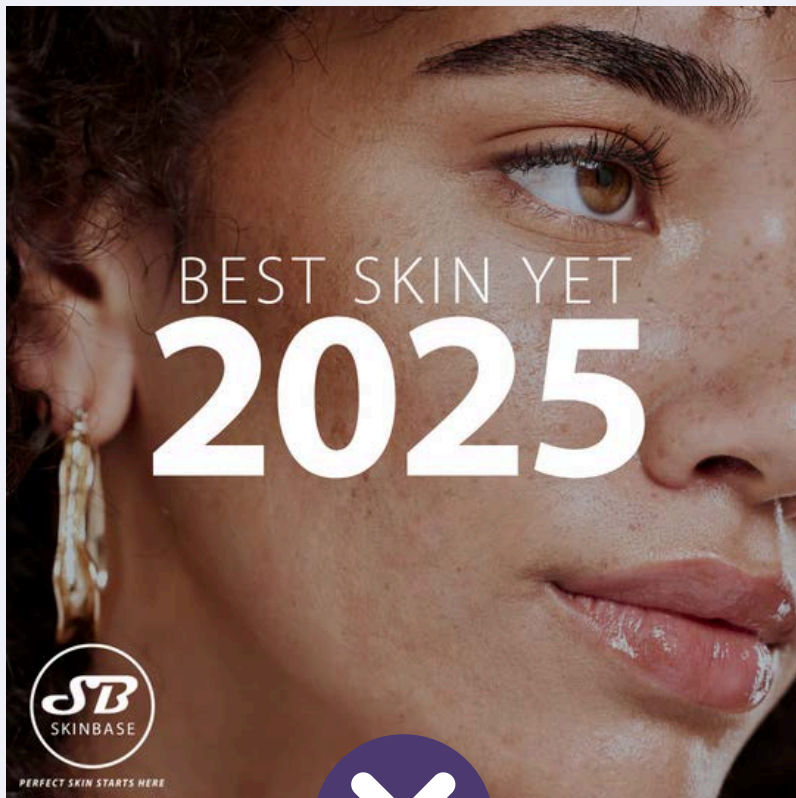
Potential clients will feel confident in the treatments you offer, knowing they're backed by proven technology and trusted by other professionals.

For your audience, this can be the difference between scrolling past your post or booking a consultation.

What Size Should My Post Be?

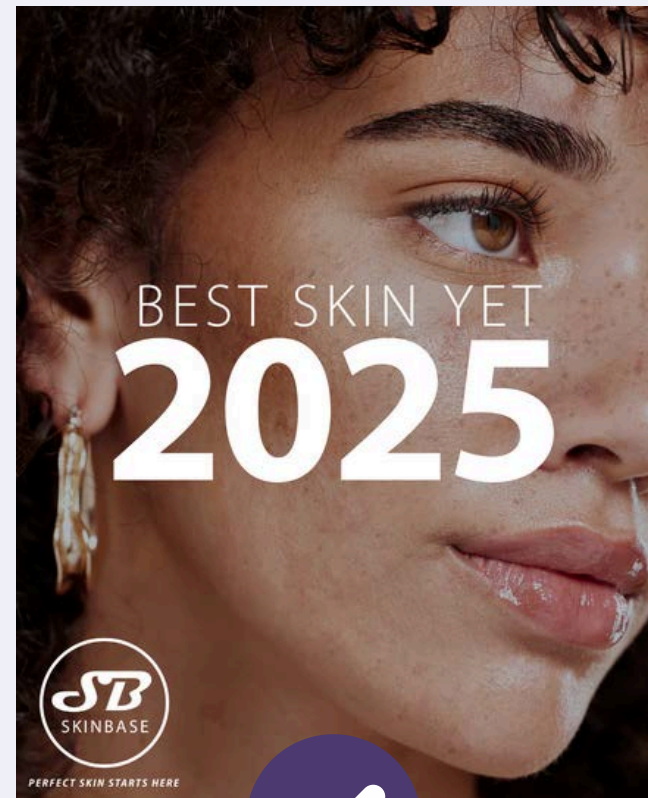
Stop Using The Square Post

Ratio: 1:1 or 1080 x 1080



Start Using The Portrait Post

Ratio: 4:5 or 1080 x 1350



Why Does Post Ratio Matter?

Ratio matters not just for how your post looks, but also for how well it performs.

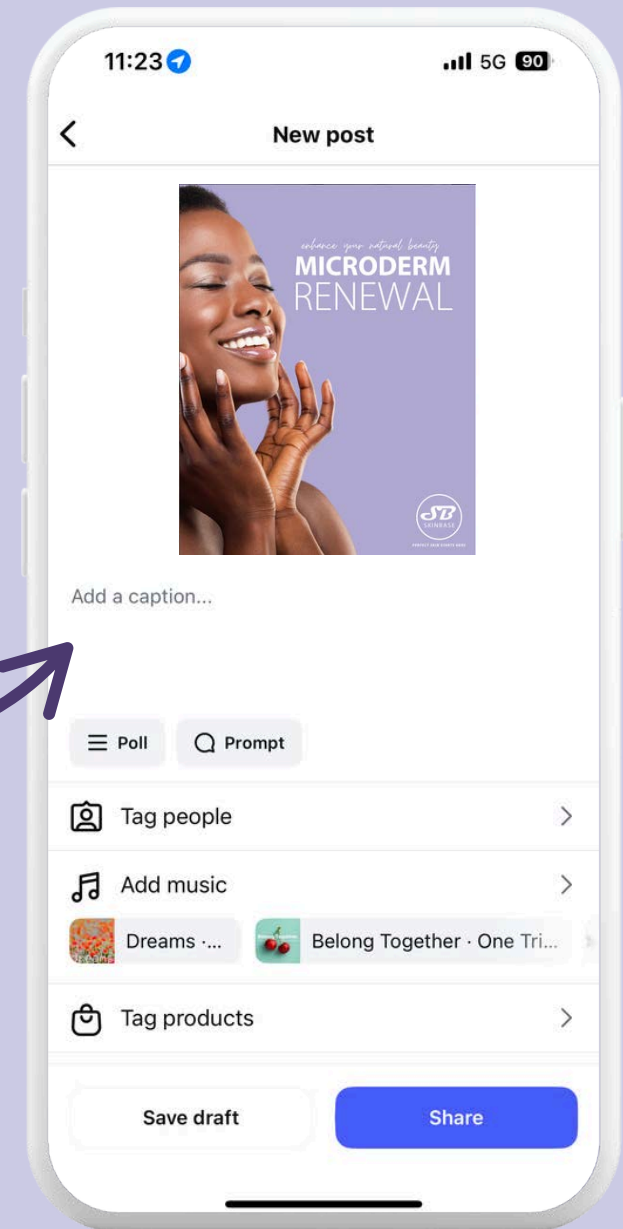
Portrait posts take up more space on a mobile screen compared to square posts, which grabs user's attention, so they don't scroll.

The longer someone spends viewing content, the more valuable it is to the algorithm. So by simply choosing the right image ratio, you're not only improving your post's appearance, but also increasing its reach and visibility.

What Should I Include In My Caption?

Captions are more than just a space to describe what's in the picture. They are your opportunity to **connect, communicate, and convert.**

Whatever you are posting, your caption is the part that makes your content meaningful. It gives your audience context, personality, and a reason to care.



What Should I Include In My Caption?

Lead with a Hook

The first line of your caption is crucial—it's what gets people to stop scrolling and read more. Make it catchy, surprising, or relatable.

Educate Your Audience

Captions are a powerful tool to teach your followers something valuable, to build trust and help position yourself as a skin expert.

Include Keywords

Keywords help with discoverability. Consider what your ideal customer might search, and weave keywords naturally into your caption.

Ask a Question

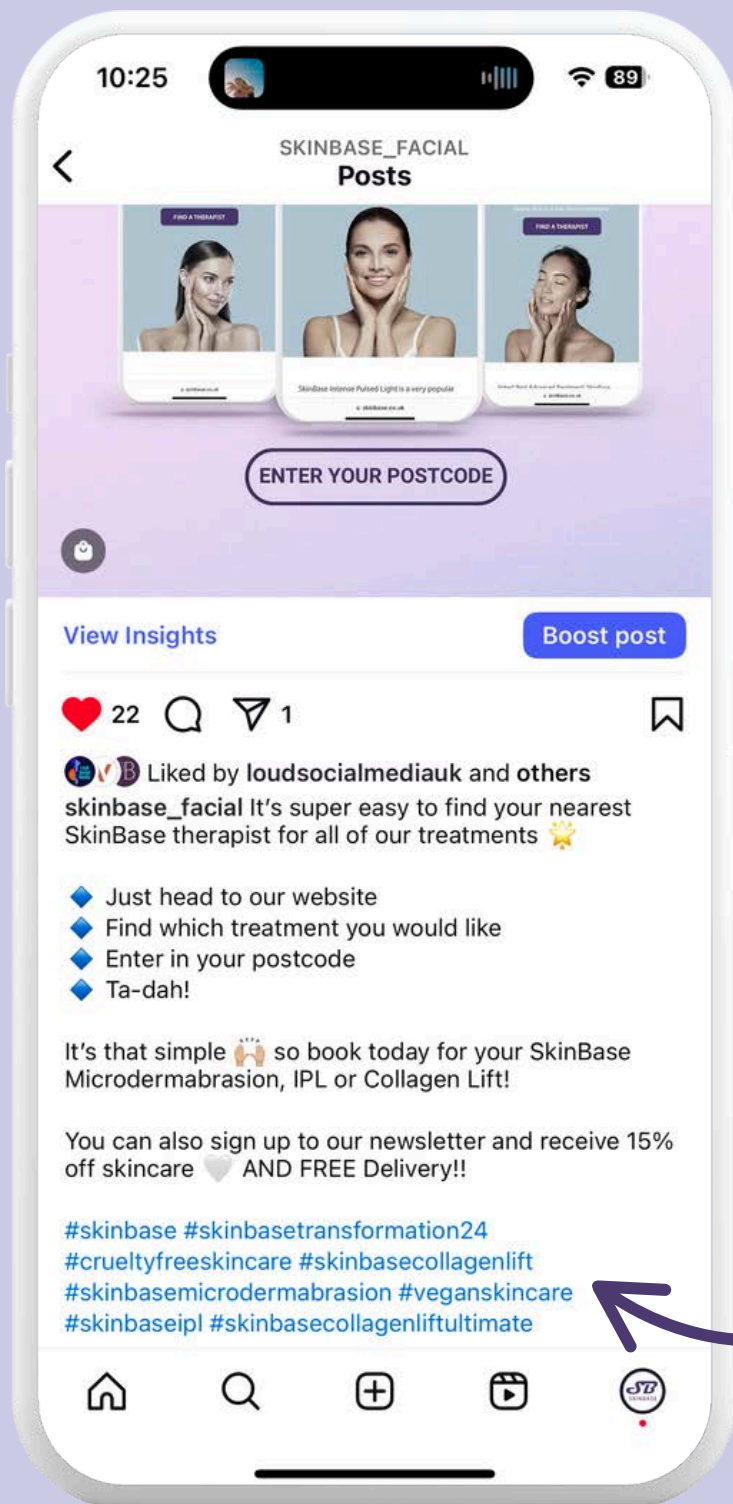
Questions spark engagement, but keep it simple. When followers comment, Instagram boosts your post to reach more people.

Call to Action

Always guide the reader to the next step. Tell them exactly what to do, even if it's as easy as commenting or tapping the link.

Don't Forget Hashtags

Hashtags boost your visibility by helping new people find your content. Use a mix (5-10) of broad, niche, and branded hashtags.



How Do I Use Hashtags?

Hashtags are one of the easiest and most powerful ways to increase your reach, visibility, and discoverability, especially if you're trying to attract local clients or build your brand as a #skincareexpert.

Instagram allows up to 30 hashtags per post, but we would recommend quality over quantity. Think of them as keywords, and use 5-10 of the most important ones for your content and your business.

✓ Types of Hashtags to Use

✨ Industry/Service Hashtags

Help connect with people interested in skincare, and make it clear what treatments you offer. For example: #skinbasecollagenlift

✨ Problem-Specific Hashtags

Target people searching for solutions that you can offer with problem-specific hashtags, such as: #hormonalacne or #ageingskin

📍 Location Hashtags

Location-based hashtags are crucial for local businesses looking to attract nearby clients. For example: #stokeontrentsalon

✨ Branded Hashtags

Make your content searchable, and build your personal brand with branded hashtags. We use #skinbasefacial and treatment hashtags.

✨ Community/Trending Hashtags

When relevant, you can use community or trending hashtags to tap into wider conversations e.g. #transformationtuesday

What to Avoid When Using Hashtags

Using hashtags the wrong way can actually do more harm than good. From reducing reach to making your account look spammy or unprofessional. Here's what to steer clear of:

Don't Use The Same Every Time

Instagram's algorithm looks for patterns that might indicate spam. Repeating the same # on every post can actually reduce your visibility.

Avoid Overly Popular Hashtags

Hashtags like #skincare may seem useful, but your content will be buried in the millions of other posts, so engagement won't last long.

Avoid Banned Hashtags

Some hashtags are banned by Instagram, even if they seem innocent e.g. #beautyblogger. Using them can make your content invisible.

Don't Use Irrelevant Hashtags

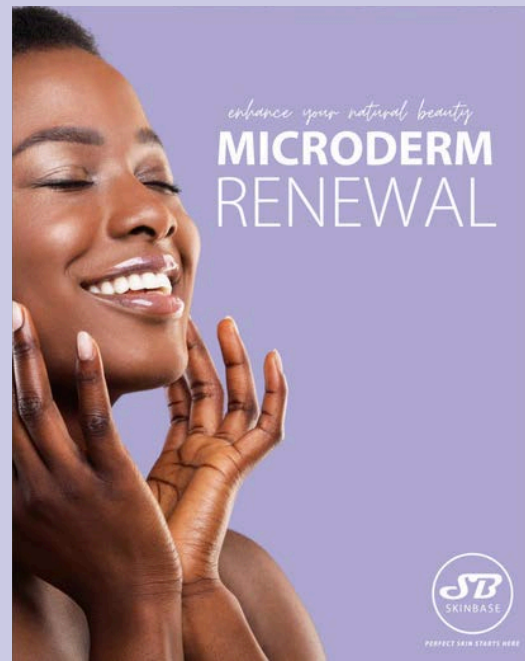
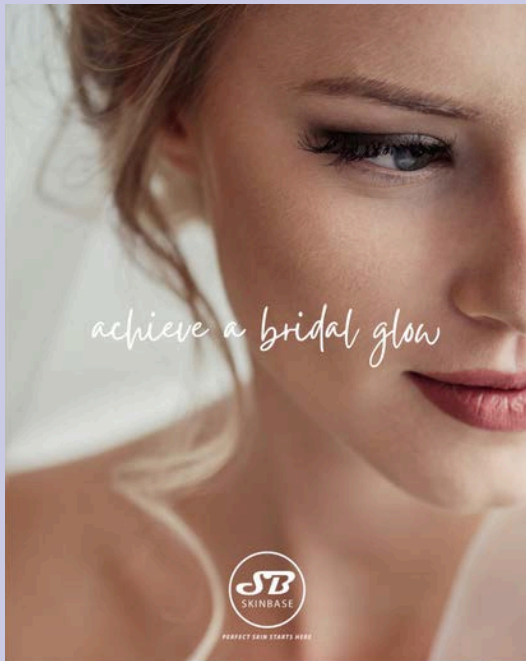
It might be tempting to throw in trending # to catch traffic, but if your content doesn't match, it confuses the algorithm and your audience.

How Often Should I Post?

When it comes to posting across social media platforms, there is no right answer. It depends what is right for your business.

How often you should post depends on your goals, your content capacity, and how active you want to be, but consistency is key.

The algorithm prioritises active and engaging accounts, and regular posts keep you top of mind for your audience - especially local clients deciding where to book their next treatment.



Posts

Post 3-5 Times Per Week

Keep your grid fresh and active, and give your audience regular value.

Post Ideas

Transformations

Skincare Tips

Behind the Scenes

Frequently Asked Qs

Client Testimonials

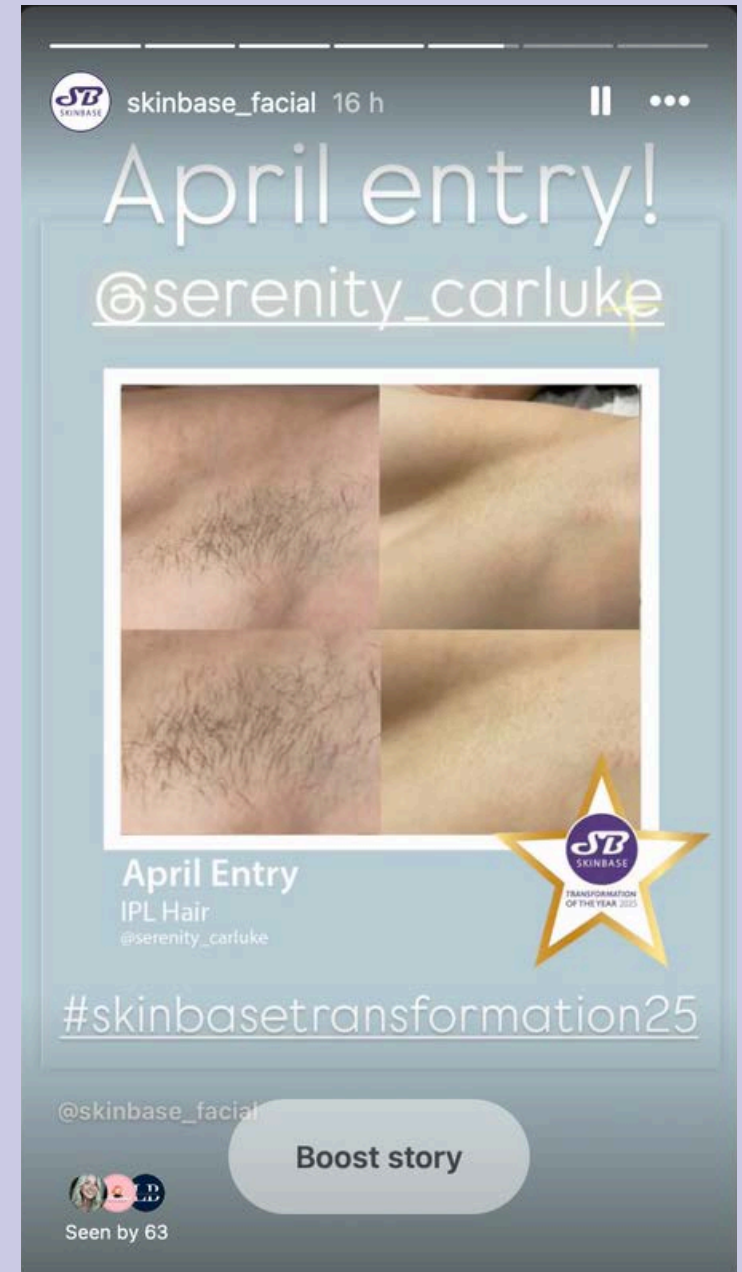
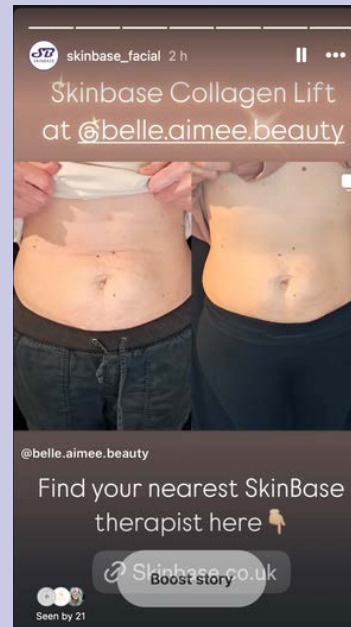
Stories

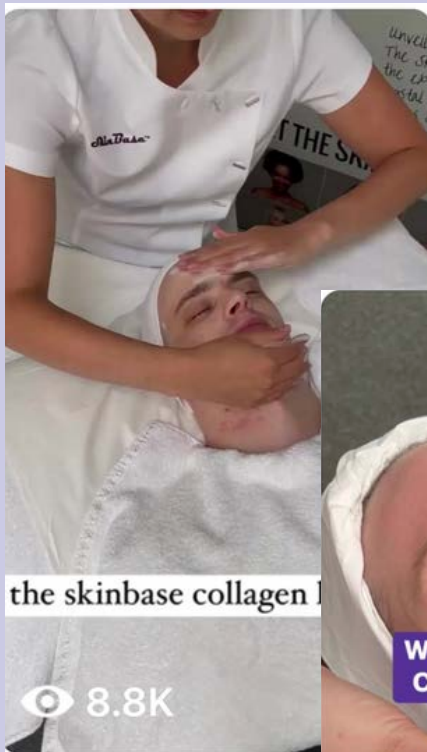
Post 1-7 Times Per Day

Stories are low-effort, keep you visible and are great for building connections.

Story Ideas

Daily Treatment Line Up
Upcoming Availability
Polls & Questions
Product Spotlight
What's New





Reels

Post 3+ Per Week

Video content is often sought out, and achieves great reach right now.

Reel Ideas

Sped Up Treatments
Client Education/Tips
Behind the Scenes
Client Testimonials
Product Features

How Do I Create A Professional Presence?

Creating a professional presence is all about building trust, authority, and a recognisable brand, so potential clients can feel confident about choosing you as their skincare therapist.

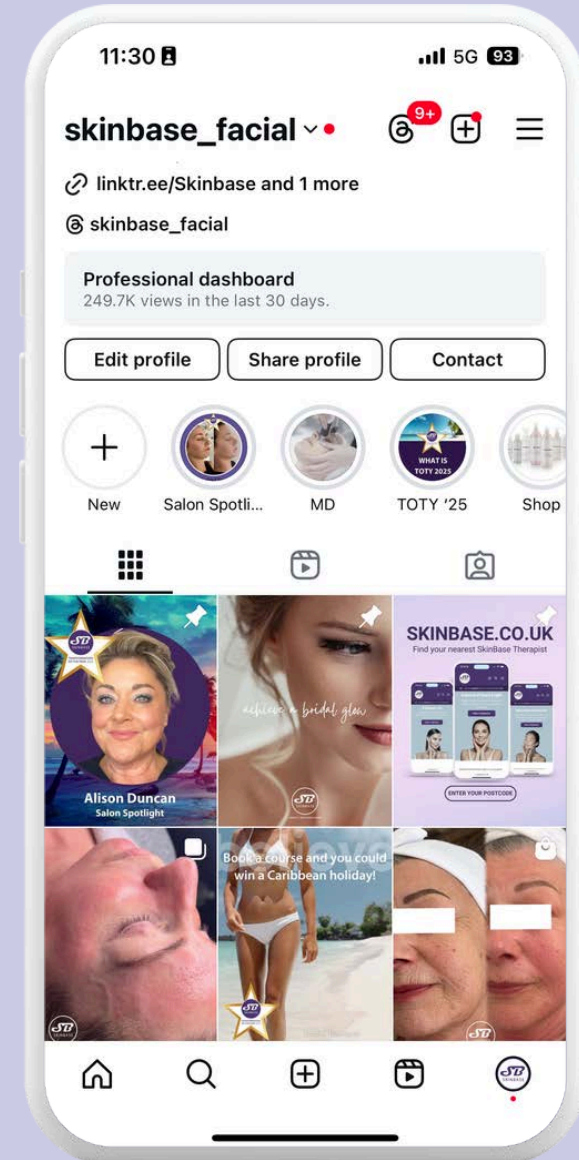
Creating a Professional Presence

✓ Visual Consistency

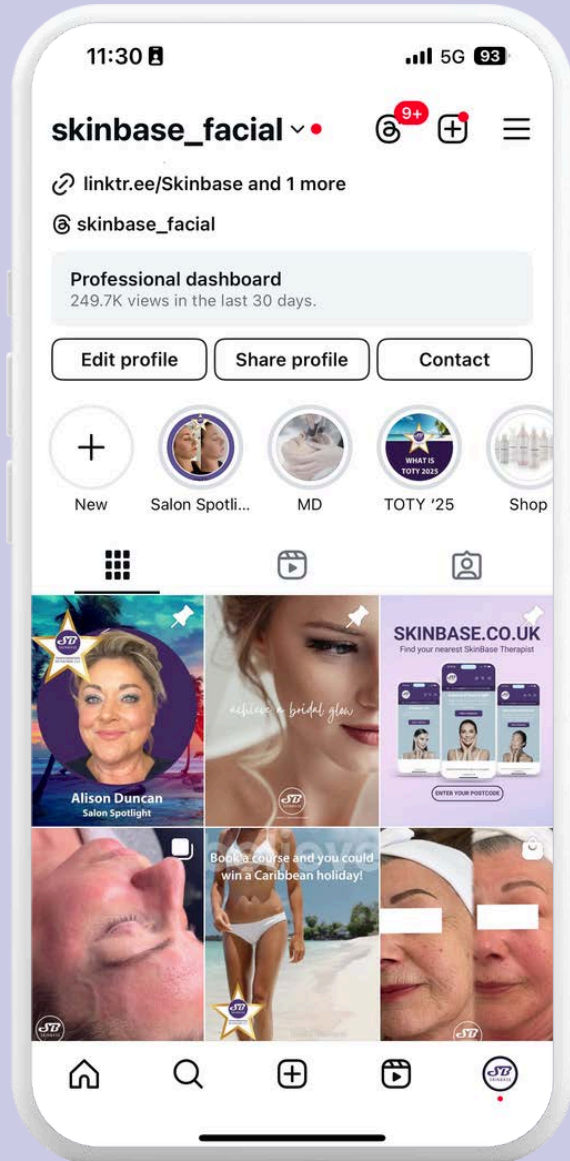
When someone lands on your profile, the visuals create the first impression. Make sure you are consistently using imagery, fonts and 2-3 colours that suit your brand, and create a cohesive grid with a balance of posts and reels.

✓ Use Social Proof

A good way to build trust and authority is to share social proof from your happy clients. You can regularly share before and afters, reviews, testimonials and any other client feedback.



Creating a Professional Presence



✓ Keep It High Quality & Polished

Your professional profile should be inviting, informative and high quality. Consider the images you are using, and keep your bio and links up to date to ensure client confidence.

✓ Feature Yourself - The Expert

Showing your face and sharing your expertise helps followers feel connected and builds trust. Clients want to feel they're in the hands of an expert, so create educational content, simply display your knowledge and answer any FAQs.



Collagen Lift



The Book 20...



Salon Spotli...

How Do I Use Instagram Highlights?

Highlights live permanently on your profile, making them perfect for showcasing your **services, personality, and expertise.**

Keep your highlights tidy & relevant. Aim for no more than 5–10 in total, keep content fresh and informative, and stay up to date by regularly archiving old/outdated content.



MD



TOTY '25



Shop

What to Include In Your Highlights?

✦ About Me

✦ Treatments & Services

✦ Education & Credentials

✦ Products & Skincare

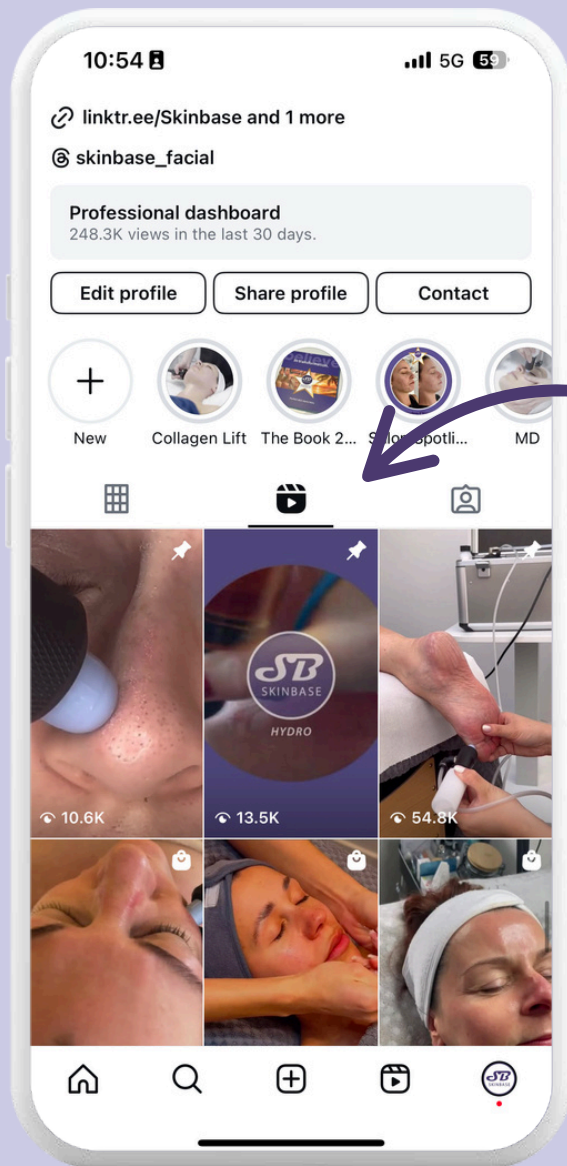
✦ Before & Afters

✦ Client Testimonials/Reviews

✦ FAQs

✦ Booking Information

Top Tip: design on-brand highlight covers to keep your content neat and professional!



How Do I Use Instagram Reels?

Instagram Reels are one of the most powerful tools you have for growing your audience, building trust, and showing off your work.

Reels are favoured by the algorithm, are highly shareable, and give you as a skincare therapist the perfect chance to educate and entertain, while **getting more eyes on your business and profile.**

How To Use Reels Effectively

Use a Hook

Grab attention immediately with a strong hook. People scroll fast! A good hook means more engagement: views, comments, watch time.

Educate or Entertain

Reels should provide value, whether it is educational, entertaining - or both! E.g. a useful skincare tip or satisfying transformation.

Use Trends (but stay on brand)

You can use trending audios or formats, but make sure they are relevant to your brand, and the content is high quality and has value.

Add Text

People don't always watch video with sound, so make your message clear with on-screen text and subtitles if you are talking.

Include Calls to Action

Tell the audience watching your reel what to do next with an effective call to action. For example, "book now" or "tag a friend".

Include Location & Hashtags

Add 5–10 relevant hashtags to increase discovery, and make sure one of these is a location tag, so local clients can find you.

What Is The Algorithm & How Does It Affect My Posts?

The Instagram algorithm is a system designed to show each user the content they're most likely to engage with. It decides what posts appear where and to whom, on the main feed, on Stories, on the Explore page, and on Reels.

Understanding how the algorithm works will help you to create smarter content that's seen by more people.

Creating Smarter Content



If your content isn't optimised for the algorithm, it may:

- Not be shown to your followers (low reach)
- Struggle to grow beyond your existing audience
- Get buried in the feed, even if it's high-quality



However, when you work with the algorithm, it can:

- Push your content to new audiences
- Help more locals discover your business
- Increase your engagement & bookings

How To Work With the Algorithm

☀️ **Post Valuable, Consistent Content**

Think: "What would my ideal client want to see, save or share?" You can use the earlier content to decide how many times a day/week to post.

☀️ **Encourage Engagement**

To do this, you can ask questions in captions e.g. "What's your skin type?", use Story stickers, reply to all of your comments/DMs & use CTAs.

☀️ **Focus on Saves & Shares**

Saves & shares are the strongest engagement signals, as the algorithm LOVES them. What do clients want to save for later or show someone?

☀️ **Post to An Active Audience**

Check your Instagram Insights to find peak times for your specific audience, and schedule your posts, reels and stories accordingly.

☀️ **Use Strategic Hashtags/Keywords**

The algorithm uses the hashtags and keywords in your captions, bios, and comments to understand your content, so help it out!

☀️ **Create a Content Mix**

Instagram favours accounts that use a variety of formats, not just one. Try a mix of single posts, carousels, reels, stories and lives

Now that you've got the tools and tips to build strong, scroll-stopping content, it's time to put them into action.

Social media is one of the most effective ways to bring your brand to life and highlight the amazing results you deliver. Every detail contributes to how people see and engage with your business, so take the time to get these things right!

Here's the key: you don't need to be a content expert, you just need to be clear, consistent, and authentic.



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