

# **SOCIAL KIT**

## **THE GUIDE**

EMSIBETH  
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## WHY A SOCIAL MEDIA KIT?

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Social networks are nowadays very important to make yourself known and to stay connected with your customers.

We know that life in the salon is busy and that there is often little time to cope with social networks.

This is why we have designed this ready-to-use social media kit.

# WHAT IS A SOCIAL KIT?

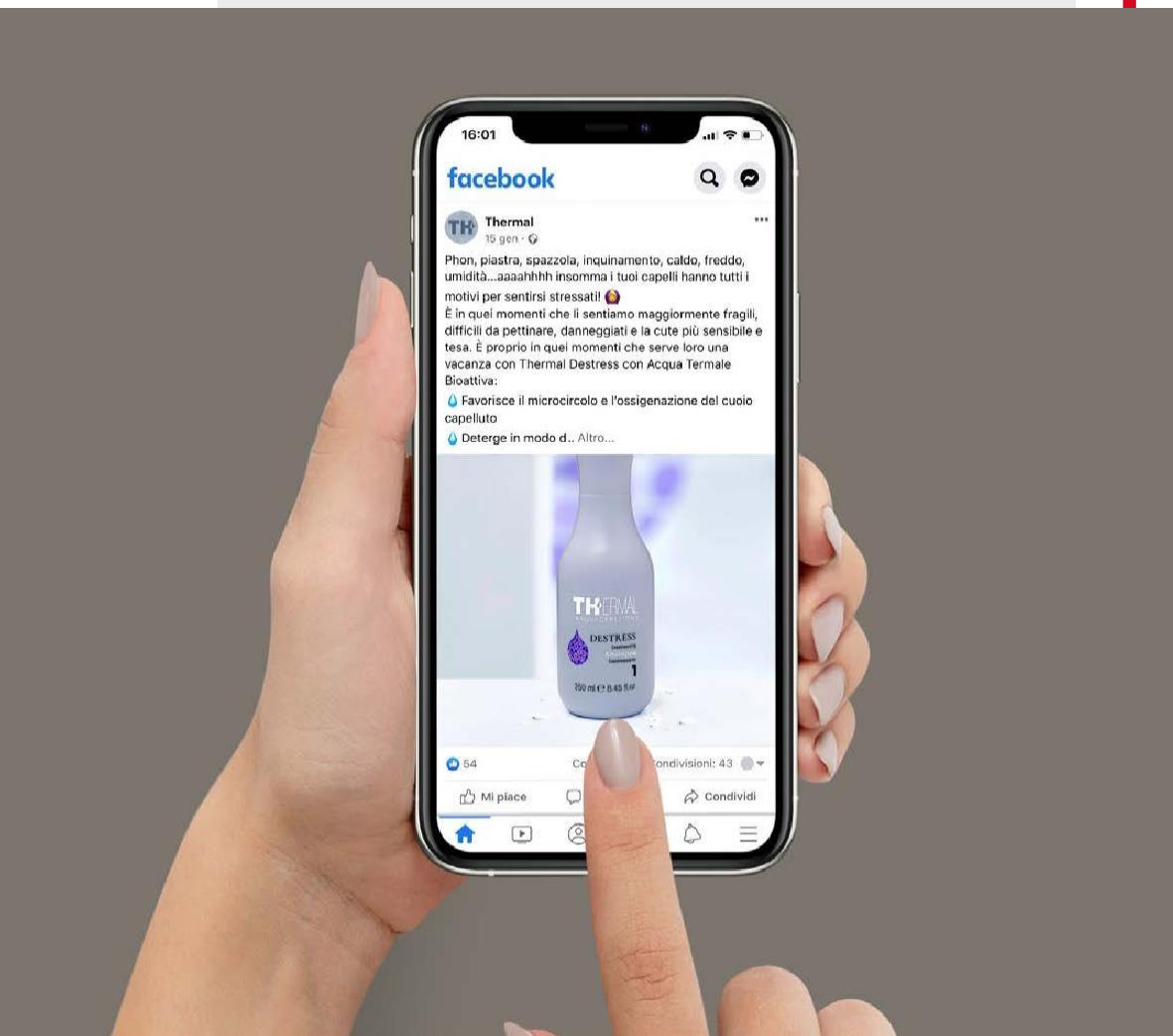
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It is a kit made up of ready-to-use images and texts to animate the pages of your salon on Social Media.



# WHY USE A SOCIAL MEDIA KIT?

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- **HANDY**  
Ready-made posts; you don't need to waste time looking for images or writing texts, we provide them for you!
- **COMMUNICATION**  
to boost connection between the salon and customers.
- **PROFESSIONALISM**  
to have a more professional social media image.

# POSTS

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Social media is where you can comprehensively broadcast your business.

This is why it is important to animate your page by differentiating posts with different themes such as services, products, values, philosophy and your works.

The posts we suggest refer to: **PRODUCT / PHILOSOPHY / SALON SERVICES**

\*The contents of the social media kits will be enriched over time with posts regarding **NEW LAUNCHES**.



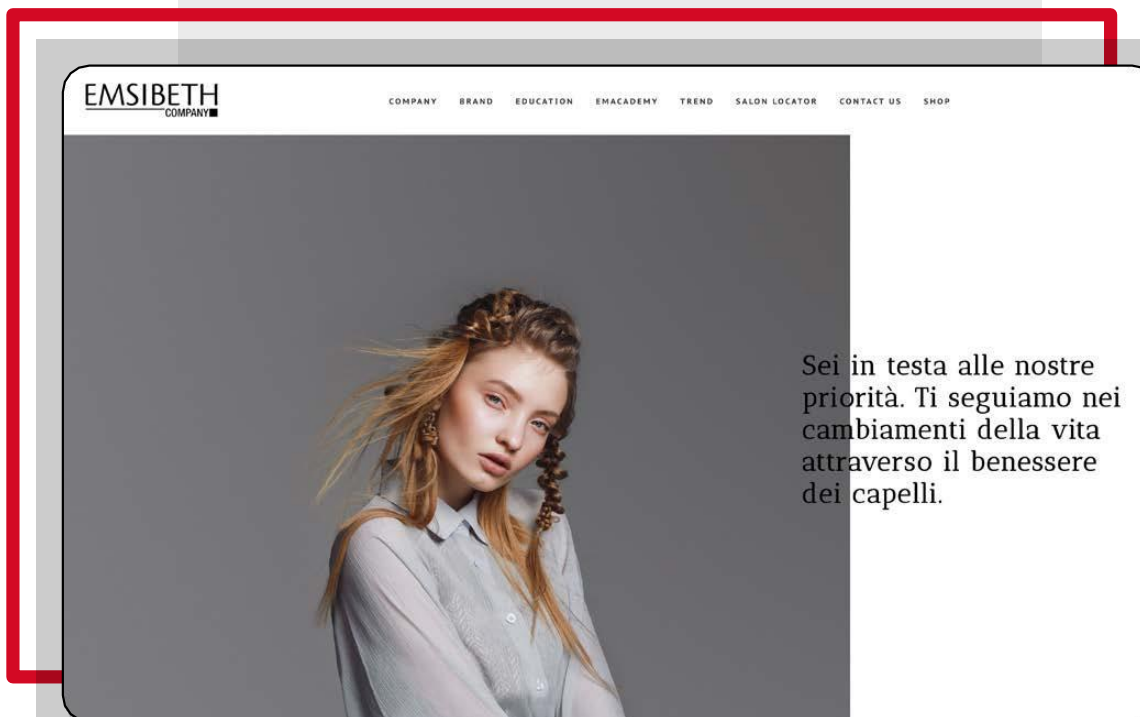
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# HOW DO YOU DOWNLOAD THE SOCIAL KIT?

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## IT'S VERY EASY!

1. Go to the website <https://www.emsibeth.it/en/>
2. From the menu, choose **SOCIAL KIT**
4. Choose the posts you want to publish
5. Download the texts and images using the button provided
6. Do you want an overview of all posts? Click on **CATALOGUE**



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