

World Lash University

Best use of Social Media 2022



We are looking for the Lash Stylist or Salon who make the best use of Social Media to support their business. They offer engaging content that is balanced between informative and promotional and have a relevant following and fan base. Despite being a busy Lash Stylist, they manage their own Social Media accounts rather than outsourcing to someone to manage on their behalf.

Full criteria

1. Tell us how your business is structured and why? E.G. Sole Trader, Partnership, Company. (Max 50 words)
2. What are your social media accounts and how many followers or fans do you on each? (Max 50 words)
3. What platform do you use the most and why? (Max 100 words)
4. What percentage of your clientele comes from social media? (Max 10 words)
5. Describe a specific strategy or tactic that has really helped you to engage and grow your social media fan base or following (Max 150 words)
6. Describe one of your most engaging posts. What inspired it and why it was successful (Max 150 words)
Please send a screenshot of the post
7. What sets you apart from other Social Media users - why do you deserve to be awarded the Lash Stylist with the Best use of Social Media of the year? (Max 50 words)