Let’s Get Social

You don’t need to be an influencer to use social media well.

For apprentices and students, social media can be a great way to showcase your work, document your progress, find inspiration and start building your professional profile while you’re still learning.

You never know who might discover your work or what opportunities could come from putting yourself out there.

Why social media matters in the hair industry

Used well, social media can help you:

- **Show your skills and work ethic** to potential employers
- **Start building a portfolio** before you’re fully qualified
- **Create a hair profile** and develop your style and identity as a hair professional
- **Find tips, ideas and inspiration** from experienced hair professionals
- **Build an audience** if you’re thinking about becoming self-employed in the future
- **Stand out when applying for jobs or apprenticeships**

Your social media presence can become an extension of your portfolio, giving people an idea of your interests, creativity and development.

The key is to make your content work for you.

What should you post?

You don’t need years of experience or a huge following to create interesting content. In fact, people often enjoy seeing the journey from the first attempt through to developing your skills.

If you're not sure where to start, try sharing:

- **A day in the life** of a hairdressing or barbering student or apprentice
- **Before and afters** of a practice cut, colour or style
- **First attempt vs latest attempt** to show your progress
- **Tools I use** as a student or apprentice
- **Setting up your workstation** for the day
- **What I've learnt this week**
- **Common beginner mistakes** and what you've learnt from them
- **Styles or techniques you're practising**
- **Hair industry inspiration** that has caught your eye

You don't have to pretend you know everything. Sharing your progress and showing that you're keen to learn can be just as interesting as showing a finished result.

Filming basics

You don't need expensive equipment to create good content. Your phone is more than enough to get started.

Try these simple filming tips:

- **Film vertically (9:16)** for platforms such as TikTok, Instagram Reels and YouTube Shorts
- **Clean your camera lens** before you start filming
- **Use natural light** where possible
- **Keep clips short and focused**, around 5-20 seconds can work well for individual clips
- **Film more than you think you'll need** so you have plenty of footage to choose from
- **Keep your background tidy** and make sure your workstation looks professional
- **Try different angles** to show your work clearly

Most importantly, don't get too caught up in making everything perfect. The aim is to create useful, authentic content that shows your skills, personality and progress.

Remember: you're building your professional profile

Think about your social media as part of your career journey.

Before posting, ask yourself: **Would I be happy for a potential employer or client to see this?**

Keep your content professional, be respectful of clients, models, classmates and colleagues, and always make sure you have permission before filming or sharing someone else's image or work.

Check your college or salon’s social media policy before posting, and never share clients’ personal details or any confidential information.

You don’t need thousands of followers to benefit from social media. Start by sharing what you’re learning, celebrate your progress and let people see where your career could take you.

Your next post could be the start of your professional portfolio.

Click here to check out Career Styler for more career advice, inspiration and opportunities in hairdressing and barbering.