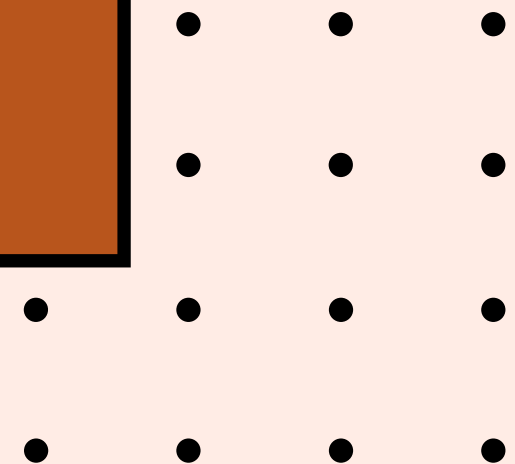


social salon school



CAPTION HEADLINE PLANNER

**IDEAS FOR STAND OUT
HEADLINES**

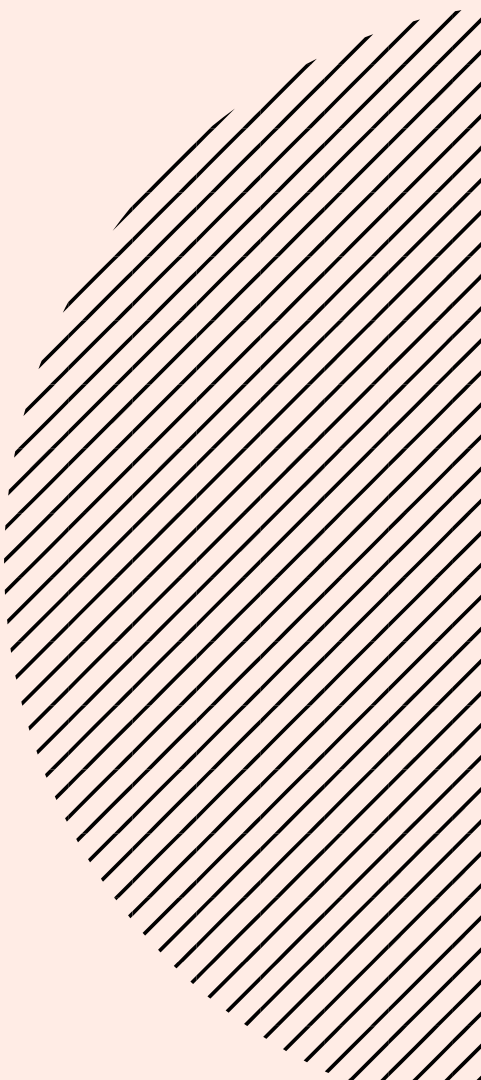


Make your Captions stand out using Headlines

The first few words at the start of your caption are the most important....

Invite them to take action on your posts

Make your audience tap "More"





I have created a list

OF HEADLINES YOU CAN USE ON
YOUR CAPTIONS TO HELP ADD VALUE

HEADLINES THAT ASK PEOPLE TO TAKE
ACTION ON YOUR POSTS

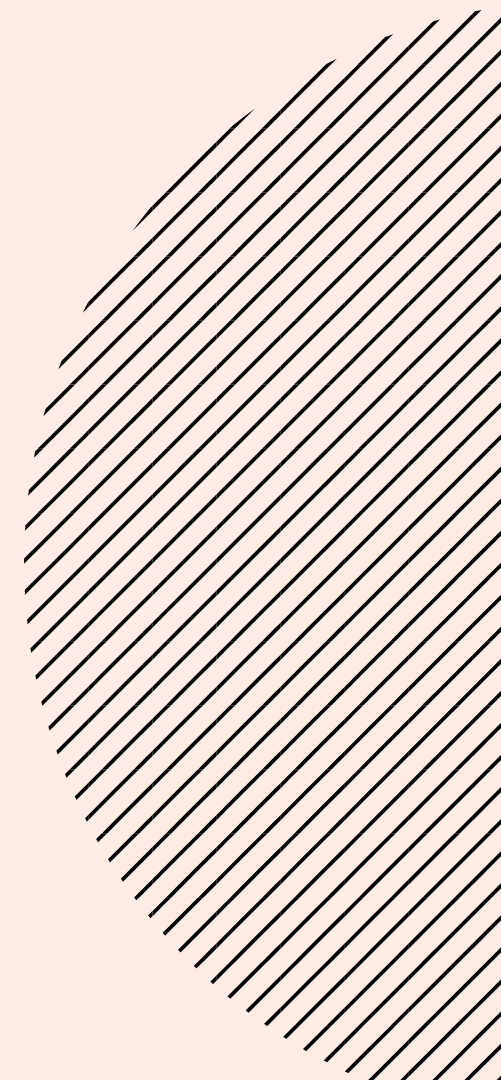
HEADLINES THAT EXPLAIN WHAT YOUR
CAPTION IS ABOUT

the first 125 Characters can turn your caption from a fail to engagement bomb

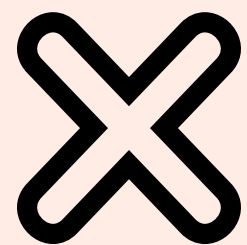
instead of having unplanned headlines, catch your audiences attention

the headline is what your audience see's before they scroll the the next post on their home feed

This could be your invitation to spark conversations on your post = engaging content



**Headlines you
could use
for Tips**



3 Easy Tips for Thickening your Hair

Your Guide to Healthy Hair Below

5 Hair Products you need for Long Hair

Tips for a Healthy Scalp Below

3 Easy Tips for Thicker Lashes

Your Guide to Healthy Skin Below

5 Skin Products you need on your christmas wish list

Tips for a Thickening your Brows

10 Hair Myths about you should know about

5 Tips for maintaining your Curls below

Our Expert Tips for Healthy Blonde Hair

5 Reasons to stop using Heat on your Hair

10 Skincare Myths about you should know about

5 Tips for maintaining your Spray Tan at home

Our Expert Tips for Brow Lamination

5 Reasons to stop exfoliating your Skin too often

3 Tips for Styling your Childs Hair

10 Tips for Maintaining your Blonde Hair

5 Hair Tricks you need to know about below

If you use Heat on your Hair daily, you need to read this

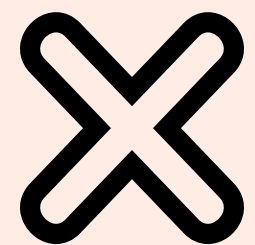
3 Tips for starting a skincare routine with your teenagers

10 Skincare Tips you need to know about

The most popular Beauty Trends of 2021

What we think will be the beauty trend of 2022

Product Recommendations



Our Product Recommendations for Curly Hair

Blonde Clients, Read Below for our Favourite Products
for you

5 Must Have Hair Products for Summer

Is your colour fading ? 5 Products to help your colour
last longer

Our Product Recommendations for Dry Skin

Do you suffer from Oily Skin ? You need this product

5 Must Have Skincare Products for Summer

Tips for keeping your spray tan lasting longer

5 Product Secrets you need to know about. Read below

The Number One Reason your hair needs this product

Haircare Products your Short Hair needs

Did you know your Hair Products have a expiry date ?

5 Product Secrets you need to know about. Read below

The product everyone needs needs to keep in their handbag

Dry Hands from all that sanitiser? You needs this in your life

Did you know your Beauty Products have a expiry date ?

Our Guide to Haircare Success

5 Products we recommend, that won't break the bank

Does your Hair need hydration?
Add this to your haircare routine

How many times a week do you wash your hair ?

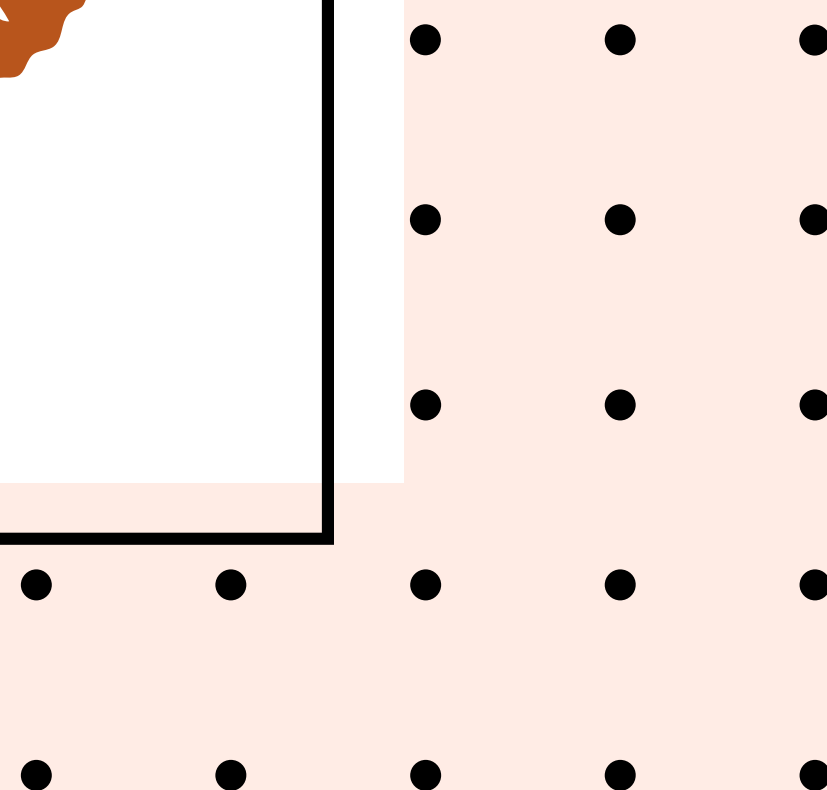
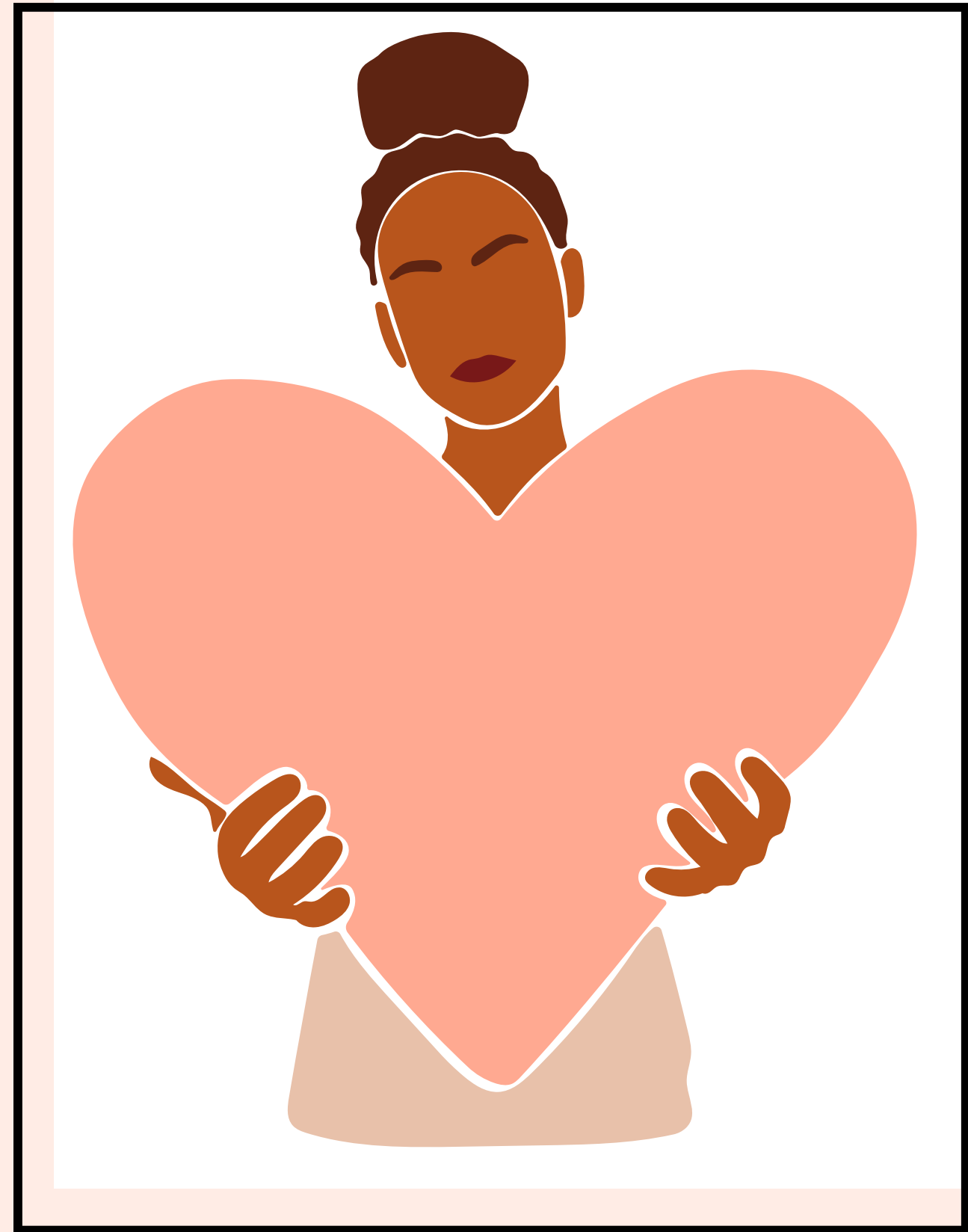
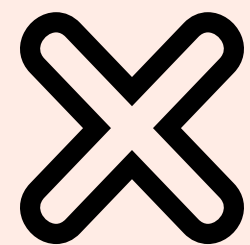
Our Guide to Skincare Success

5 Beauty Products we recommend,
that won't break the bank

Does your Skin need hydration?
Add this to your skincare routine

How many times a week do you wash your face ?

Headlines to Invite Engagement on your Posts



When your post pops up on your audiences feed, sometimes they don't take action, unless they are invited to

Invite them to Save for a reason

Invite them to like for a reason

Invite them to comment to start conversations



SAVE THIS POST FOR TIPS TO SAVE \$\$\$ ON YOUR HAIR

SAVE THIS POST FOR YOUR NEXT HAIR INSPO

LIKE THIS POST TO SEE US MORE IN YOUR FEED

TAG YOUR FRIENDS BELOW WHO NEED THESE TIPS

SAVE THIS POST FOR TIPS TO SAVE \$\$\$ ON YOUR
BEAUTY ROUTINE

SAVE THIS POST FOR YOUR NEXT MAKEUP INSPO

LIKE THIS POST TO SEE US MORE IN YOUR FEED

TAG YOUR FRIENDS BELOW WHO NEED THESE TIPS

TAP LINK IN BIO TO JOIN OUR MAIL LIST

SAVE THIS POST FOR CHRISTMAS GIFT IDEAS

DOUBLE TAP THIS POST IF YOU LOVE FRECKLES

TAG YOUR FRIEND WHO LOVES A GOOD SPRAY TAN

SHARE THIS REEL TO YOUR STORY

SAVE THIS REEL FOR YOUR NEXT HAIR TUTORIAL

TAP MORE TO READ THE CAPTION BELOW

CURLY HAIR BESTIES, SAVE THIS POST FOR MORE TIPS

SHARE THIS REEL TO YOUR STORY

SAVE THIS REEL FOR YOUR NEXT MAKEUP LOOK

TAP MORE TO READ THE CAPTION BELOW

BEAUTY LOVERS, SAVE THIS POST FOR MORE TIPS

Solve Their Hair / Beauty needs



Hair Styles not holding ? You need this is your life

Are your curls always frizzy ? Read these tips below

Always dreamed of Long Hair ? We have something
exciting coming

5 Ways to Hair Goals, Read Below

Is your make up not lasting all day ?
You need this is your life

Not sure which lash extensions style will suit you ?
Read these tips below

Not sure what service to book for your skin ?
Read our Tips below

5 Ways to get clean, clear skin in just a few weeks

Make brushing your child's hair a breeze, read below to find out about our must-have brush

Need Ideas for Christmas Presents ?
Read our Must Have Gifts below

Our Guide to keeping your man's hair looking fresh during lockdown

Thinking of growing out your Grey Hair ? Read our tips below

To Squeeze or Not to Squeeze ? Read below to find out the
answer

Beauty Tools you need during Lockdown

Start Introducing your Man to a Skincare Routine
Read how below

Messed up a DIY Brow Job in Lockdown?
Heres how to fix it