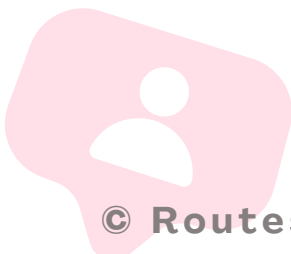
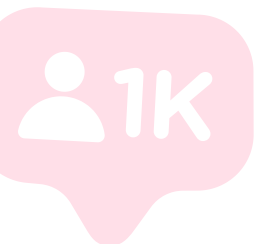
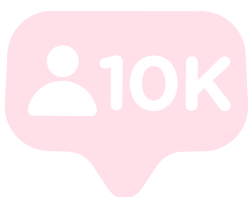
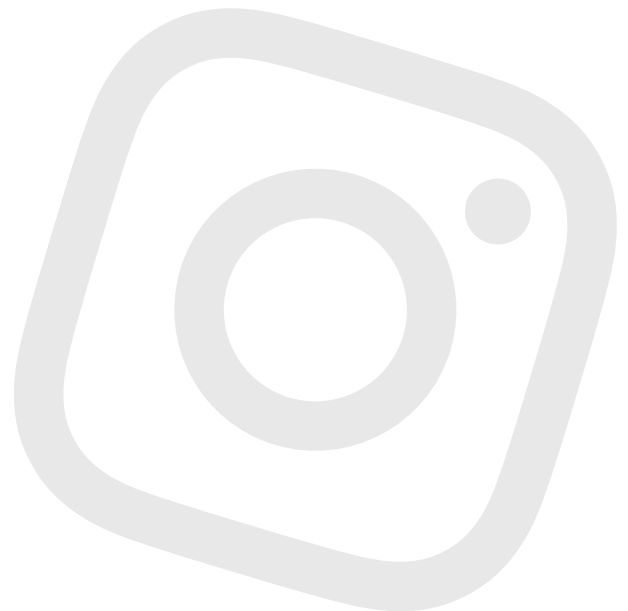




JULY

SOCIAL MEDIA PACK

For Hair Extensionists



July is one of the best months of the year for creating engaging content as clients attend festivals, concerts, race days, summer parties and special events.

It's also one of the easiest times of year to capture real-life photos and videos of your work outside of the salon, with clients often sharing images from events, celebrations and memorable occasions.

Inside this pack you'll find 100 content ideas designed specifically around the topics your clients are most likely to be thinking about this month, including event hair, temporary colour, extra volume, clip-in ponytails, festival-ready looks and special occasion inspiration.

The ideas are split into six categories:

- Reels
- Client Education Carousels
- Authority & Expert Positioning Posts
- Engagement Posts
- Consultation & Sales Content
- Social Proof & Case Study Content

Each idea includes a suggested hook and caption angle to help guide your content.

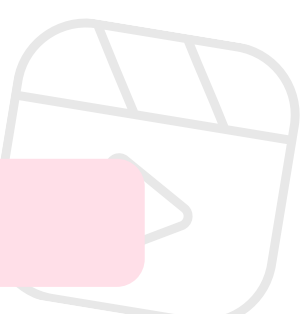
The goal isn't to copy and paste. Use these ideas as a starting point and add your own experience, recommendations and personality so the content feels authentic to you and your clients.

You don't need to use all 100 ideas this month. Pick the topics that feel most relevant to your audience and save the rest for future use.

Most importantly, remember that clients don't always need to see a dramatic transformation to be inspired. Often it's the real-life photos, event moments and simple hair tips that create the strongest connection and engagement.



REELS



These Reels are designed to help educate clients, build trust and position you as the local hair extension expert

1. Thinking About Festival Hair Colour?

Hook:

"Want pink hair for a festival without colouring your actual hair?"

Caption Angle:

Explain how colour flashes using extensions allow clients to experiment without bleach, commitment or damage.

2. The Easiest Festival Hair Upgrade

Hook:

"The quickest way to completely change your festival look."

Caption Angle:

Show 2-4 colour flashes being added and explain how small changes can make a huge impact.

3. The Festival Hair Mistake Most People Make

Hook:

"Most people leave their festival hair planning far too late."

Caption Angle:

Talk about booking appointments before the event rush begins. Urge clients to book maintenance appointments before they travel.



4. What Festival Hair Looks Like In Real Life

Hook:

"Festival hair doesn't have to mean glitter and neon."

Caption Angle:

Show natural-looking volume and length for clients who want a more subtle look.

5. Which Festival Colour Would You Choose?

Hook:

"Pink, purple, blue, green or orange?"

Caption Angle:

Show colour flashes and invite clients to comment their favourite.

6. Race Day Hair Starts Here

Hook:

"The secret behind fuller race day hairstyles."

Caption Angle:

Show how extra volume helps create more elegant event styling.

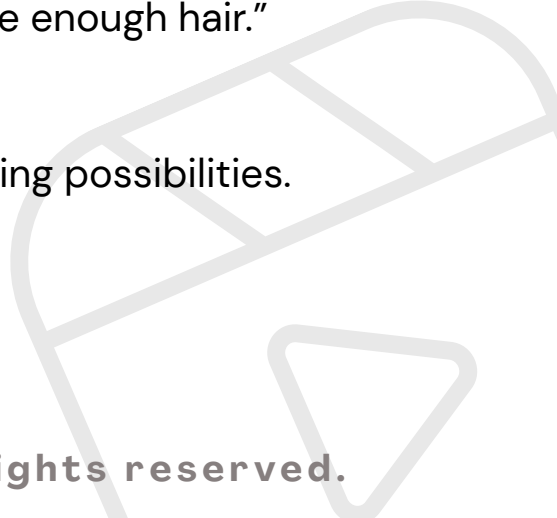
7. More Hair = More Styling Options

Hook:

"Why some hairstyles only work when you have enough hair."

Caption Angle:

Demonstrate how extensions create more styling possibilities.





8. Before & After Event Volume

Hook:

"This is what one volume upgrade can do."

Caption Angle:

Show a simple volume transformation for an event client.

9. The Most Underrated Event Hair Upgrade

Hook:

"Nobody asks for this because nobody knows it exists."

Caption Angle:

Introduce clip-in ponytails for events.

10. Clip-In Ponytails Explained

Hook:

"Want a fuller ponytail for your next event?"

Caption Angle:

Show how quickly clip-in ponytails can transform a look.

11. Would You Try A Hidden Colour Pop?

Hook:

"The fun hair trend nobody sees until you move."

Caption Angle:

Reveal hidden colour sections using extensions.



12. Festival Hair Without Commitment

Hook:

“Try the colour. Skip the regret.”

Caption Angle:

Explain temporary colour through extensions.

13. The Event Hair Kit Every Client Needs

Hook:

“Five things every event client should carry.”

Caption Angle:

Show the Event Hair Kit contents.

14. Don't Let This Ruin Your Event Hair

Hook:

“This tiny mistake can make your hair harder to manage all day.”

Caption Angle:

Show how a simple brush and essentials kit helps.

15. Packing For A Festival?

Hook:

“Don't forget these hair essentials.”

Caption Angle:

Walk through the Event Hair Kit.





16. Concert Hair Inspiration

Hook:

“What concert hair actually looks like this summer.”

Caption Angle:

Show a variety of event-friendly extension looks.

17. Party Hair But Better

Hook:

“One small change that makes party hair look more expensive.”

Caption Angle:

Show the effect of extra volume.

18. Why Clients Love Colour Flashes

Hook:

“All the fun. None of the commitment.”

Caption Angle:

Discuss temporary transformation benefits.

19. Festival Hair In 10 Seconds

Hook:

“Watch this festival transformation.”

Caption Angle:

Quick before-and-after featuring colour flashes or volume.

20. The Hair Upgrade Most Clients Never Ask For

Hook:

“Because they don’t realise it’s an option.”

Caption Angle:

Introduce event add-ons and upgrades.



21. What Does Your Event Hair Personality Say About You?

Hook:

"Which one are you?"

Caption Angle:

Fun reel featuring different event looks.

22. Real Client Festival Hair

Hook:

"This wasn't taken in the salon."

Caption Angle:

Show user-generated content from clients at events.

23. Real Client Race Day Hair

Hook:

"Proof that event hair doesn't have to be complicated."

Caption Angle:

Show a client photo and discuss the transformation.

24. Real Client Party Hair

Hook:

"Hair that looks just as good at midnight."

Caption Angle:

Show event photos from a client.

25. The Best Hair Photos Aren't Taken In The Salon

Hook:

"My favourite photos aren't my before-and-afters."

Caption Angle:

Talk about client event photos and why they show the hair at its best.

CLIENT EDUCATION CAROUSELS

These work best as save-worthy posts that explain and educate something clearly.

26. Cover Title:

5 Ways To Change Your Hair For A Festival Without Colouring It

Caption Angle:

Explain colour flashes, hidden colour sections, clip-ins, ponytails and temporary extension colour.

27. Cover Title:

Thinking About Festival Colour? Read This First

Caption Angle:

Discuss temporary colour through extensions versus colouring natural hair.

28. Cover Title:

Why Event Hair Often Looks Better With Extensions

Caption Angle:

Explain how volume and length create more styling options.

29. Cover Title:

The Secret Behind Fuller Race Day Hairstyles

Caption Angle:

Show how extra volume can elevate event styling.



30. Cover Title:

Not Every Hair Transformation Needs To Be Permanent

Caption Angle:

Educate clients about temporary changes using extensions.

31. Cover Title:

4 Event Hair Upgrades Most Clients Never Consider

Caption Angle:

Introduce colour pops, ponytails, volume pieces and additional packs.

32. Cover Title:

What Is A Hidden Colour Section?

Caption Angle:

Explain hidden colour flashes using extensions.

33. Cover Title:

How To Add Colour Without Bleach

Caption Angle:

Break down extension-based colour options.

34. Cover Title:

The Event Hair Add-On Clients Love Most

Caption Angle:

Introduce colour flashes and explain why they're popular.



35. Cover Title:

Festival Hair Doesn't Have To Mean Bright Colours

Caption Angle:

Show natural event looks with added volume and length.

36. Cover Title:

What To Consider Before Booking Event Hair

Caption Angle:

Timing, styling goals, photos and maintenance.

37. Cover Title:

5 Questions To Ask Before Your Summer Event

Caption Angle:

Help clients think through their hair plans.

38. Cover Title:

The Difference Extra Volume Makes

Caption Angle:

Side-by-side examples showing styling possibilities.

39. Cover Title:

Why Your Ponytail Never Looks Like Pinterest

Caption Angle:

Discuss density and volume limitations.



40. Cover Title:

How Clip-In Ponytails Transform A Look

Caption Angle:

Education around length, fullness and styling.

41. Cover Title:

Planning A Concert? Don't Forget Your Hair

Caption Angle:

Hair often gets overlooked during event planning.

42. Cover Title:

The Best Event Hair Is Planned Before The Event

Caption Angle:

Encourage forward planning and consultations.

43. Cover Title:

Would You Try Temporary Pink Hair?

Caption Angle:

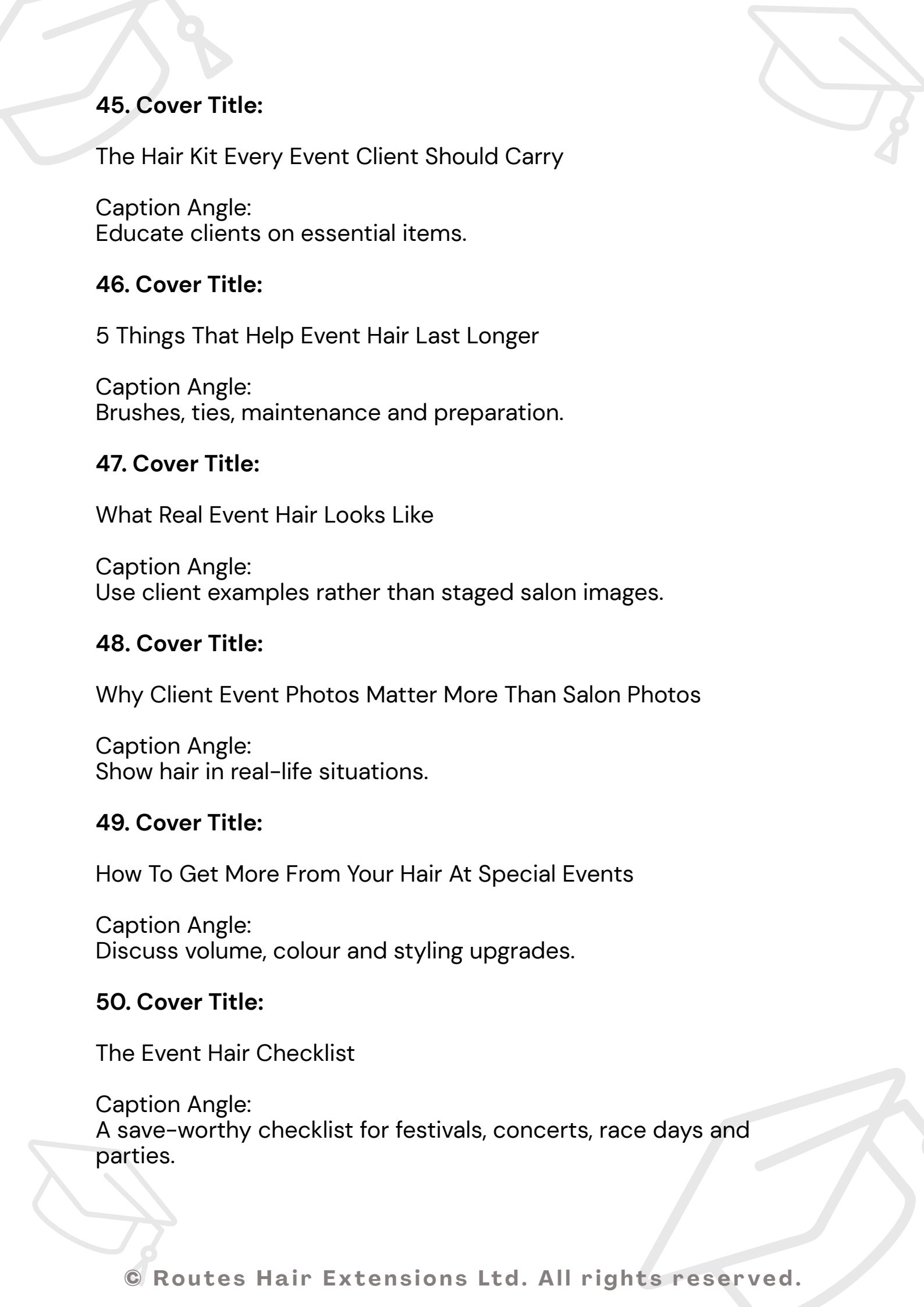
Explore colour flashes and client concerns.

44. Cover Title:

Festival Hair Inspiration Without The Commitment

Caption Angle:

Multiple temporary extension options.



45. Cover Title:

The Hair Kit Every Event Client Should Carry

Caption Angle:
Educate clients on essential items.

46. Cover Title:

5 Things That Help Event Hair Last Longer

Caption Angle:
Brushes, ties, maintenance and preparation.

47. Cover Title:

What Real Event Hair Looks Like

Caption Angle:
Use client examples rather than staged salon images.

48. Cover Title:

Why Client Event Photos Matter More Than Salon Photos

Caption Angle:
Show hair in real-life situations.

49. Cover Title:

How To Get More From Your Hair At Special Events

Caption Angle:
Discuss volume, colour and styling upgrades.

50. Cover Title:

The Event Hair Checklist

Caption Angle:
A save-worthy checklist for festivals, concerts, race days and parties.



AUTHORITY & EXPERT POSITIONING POSTS

These posts help position you as the trusted expert behind the results.

Rather than simply showing your work, they allow potential clients to understand your knowledge, advice and professional recommendations. They help build trust, increase perceived expertise and often attract higher-quality enquiries.

51. The Biggest Event Hair Mistake I See Every Year

Hook:

"Most people don't realise they're doing this."

Caption Angle:

Explain why leaving event hair planning until the last minute often limits options and availability.

52. Why Some Hairstyles Look Better On Certain People

Hook:

"It's not about having better hair."

Caption Angle:

Explain how density, length and face shape influence styling results.

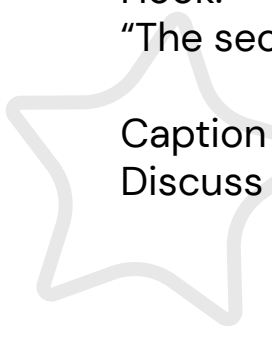
53. What Makes Event Hair Last All Day?

Hook:

"The secret starts before the styling."

Caption Angle:

Discuss preparation, products and realistic expectations.





54. The Question I Ask Every Event Client

Hook:

"It changes my recommendation every time."

Caption Angle:

Walk through part of your consultation process.

55. Why Pinterest Hair Isn't Always Realistic

Hook:

"There's usually something the photo isn't showing."

Caption Angle:

Educate clients on volume, extensions and styling tricks.

56. The Difference Between Everyday Hair And Event Hair

Hook:

"The goal isn't always longer hair."

Caption Angle:

Explain how volume often creates a bigger transformation than length.

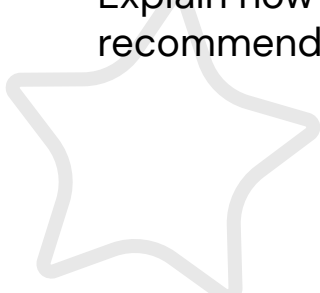
57. How I Help Clients Choose Festival Hair

Hook:

"There isn't one right answer."

Caption Angle:

Explain how personality, confidence and event type influence recommendations.





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Hook:

"It changes my recommendation every time."

Caption Angle:

Walk through part of your consultation process.

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"The goal isn't always longer hair."

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Explain how volume often creates a bigger transformation than length.

57. How I Help Clients Choose Festival Hair

Hook:

"There isn't one right answer."

Caption Angle:

Explain how personality, confidence and event type influence recommendations.

58. The Secret Behind Fuller Race Day Hairstyles

Hook:

"Most elegant styles have one thing in common."

Caption Angle:

Educate around density and structure.



59. Why Temporary Hair Changes Are So Popular

Hook:

"Clients love having options."

Caption Angle:

Discuss colour flashes, clip-ins and removable transformations.

60. The Event Hair Trend I'm Seeing Most This Year

Hook:

"More clients are asking for this."

Caption Angle:

Share a current trend you're seeing locally.

61. What Most Clients Worry About Before A Big Event

Hook:

"You're definitely not alone."

Caption Angle:

Address common concerns and reassure potential clients.

62. What Creates A Premium Event Look?

Hook:

"It's usually not one dramatic change."

Caption Angle:

Discuss the importance of detail, blending and finishing touches.

63. Why I Love Seeing Client Event Photos

Hook:

"The real transformation happens after they leave."

Caption Angle:

Position yourself as results-focused rather than salon-photo focused.





ENGAGEMENT POSTS

These posts are designed to encourage comments, shares and interaction.

They help increase visibility, start conversations and give you valuable insight into what your audience is interested in.

Simple questions often perform best. Don't overcomplicate them.

64. Pick Your Festival Hair

Hook:

"A, B, C or D?"

Caption Angle:

Show four different festival looks and ask followers to choose.

65. Which Colour Would You Choose?

Hook:

"Pink, purple, blue or green?"

Caption Angle:

Feature colour flashes and encourage comments.

66. Would You Try A Hidden Colour Pop?

Hook:

"Yes or no?"

Caption Angle:

Show hidden colour sections and ask followers what they think.

67. Festival Hair Or Race Day Hair?

Hook:

"You can only choose one."

Caption Angle:

Compare two completely different event looks.

68. What's Your Next Big Event?

Hook:

"Tell me what's in the diary."

Caption Angle:

Encourage followers to share upcoming plans.

69. Which Ponytail Wins?

Hook:

"Left or right?"

Caption Angle:

Compare two ponytail styles.

70. Would You Rather...

Hook:

"Colour pop or extra volume?"

Caption Angle:

Simple engagement question.

71. What's Your Dream Event Hair?

Hook:

"If you could have anything..."

Caption Angle:

Encourage followers to describe their ideal look.

72. Guess The Transformation

Hook:

"How many pieces do you think were added?"

Caption Angle:

Interactive guessing game using a client result.

73. Concert Hair Or Festival Hair?

Hook:

"Which one is more your style?"

Caption Angle:

Compare two event aesthetics.

74. Finish The Sentence

Hook:

"My perfect event hairstyle would be..."

Caption Angle:

Encourage comments and discussion.

75. What Matters Most To You?

Hook:

"Length, volume, colour or styling?"

Caption Angle:

Market research disguised as engagement.



CONSULTATION & SALES CONTENT

These posts help you naturally generate bookings, retail sales and maintenance appointments without feeling pushy.

76. Got A Festival Coming Up?

Hook:

"If you've got the tickets, let's talk about the hair."

Caption Angle:

Encourage clients to think about their hair before the event arrives.

77. Thinking About Event Hair?

Hook:

"You don't always need a full transformation."

Caption Angle:

Introduce simple add-ons like colour flashes and volume pieces.

78. Would A Colour Pop Suit You?

Hook:

"The easiest way to try a bold colour."

Caption Angle:

Explain temporary extension colour options.



79. The Add-On Most Event Clients Love

Hook:

"A small change that makes a big difference."

Caption Angle:

Focus on volume pieces and colour flashes.

80. Planning A Race Day?

Hook:

"Let's make sure your hair is part of the outfit."

Caption Angle:

Discuss event hair consultations and planning.

81. Your Event Hair Doesn't Have To Be Permanent

Hook:

"Try it for the event. Remove it afterwards."

Caption Angle:

Promote temporary extension solutions.

82. The Easiest Way To Get A Fuller Ponytail

Hook:

"No waiting years for your hair to grow."

Caption Angle:

Introduce clip-in ponytails.





83. What's Missing From Your Event Look?

Hook:

"Sometimes it's simply more volume."

Caption Angle:

Educate while encouraging consultations.

84. Event Hair Appointments Fill Fast

Hook:

"Don't leave it until the week before."

Caption Angle:

Create urgency without sounding salesy.

85. Festival Colour Without The Bleach

Hook:

"All the fun, none of the commitment."

Caption Angle:

Encourage enquiries about colour flashes.

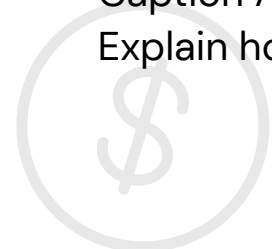
86. Would You Like More Styling Options?

Hook:

"More hair often means more possibilities."

Caption Angle:

Explain how extra volume expands styling choices.





87. Let's Build Your Perfect Event Hair

Hook:

"Every event deserves a different approach."

Caption Angle:

Encourage consultations for upcoming events.

88. Have You Got A Special Event Coming Up?

Hook:

"If you do, send me a message."

Caption Angle:

Simple conversation starter designed to generate DMs.

89. The Event Hair Kit My Clients Love

Hook:

"A simple kit that can save a lot of frustration."

Caption Angle:

Promote Event Hair Kits naturally.

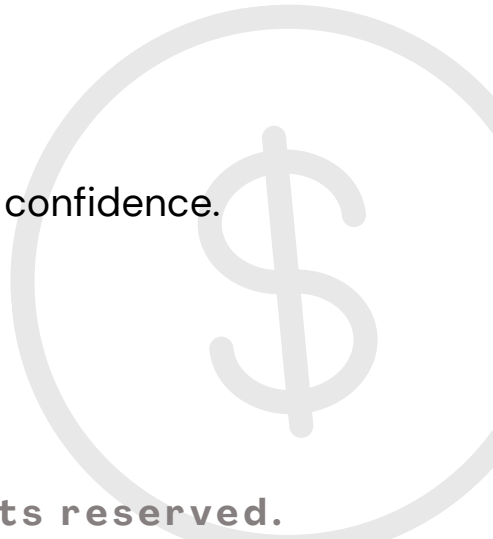
90. Thinking About Festival Hair?

Hook:

"Let's create something you'll love in photos."

Caption Angle:

Encourage bookings by focusing on memories and confidence.





PROOF & CASE STUDY CONTENT

These posts allow you to showcase your work whilst still keeping it educational and seasonal rather than simply posting a before and after.

91. Festival Colour Transformation

Hook:

"She wanted something fun without colouring her own hair."

Caption Angle:

Walk through the colour flash solution.

92. Race Day Hair Upgrade

Hook:

"One small change made a huge difference."

Caption Angle:

Explain how extra volume transformed the finished look.

93. Concert Hair Transformation

Hook:

"This look was created specifically for a concert weekend."

Caption Angle:

Describe the planning process and outcome.

94. Event Hair Before & After

Hook:

"Not longer. Just fuller."

Caption Angle:

Highlight the impact of additional volume.



95. Real Client Festival Photos

Hook:

"My favourite photos aren't usually taken in the salon."

Caption Angle:

Share client content and discuss why.

96. Colour Pops In Action

Hook:

"This is why temporary colour is so popular."

Caption Angle:

Show real results from an event client.

97. Clip-In Ponytail Success Story

Hook:

"Exactly what she wanted for her special event."

Caption Angle:

Explain the problem and solution.

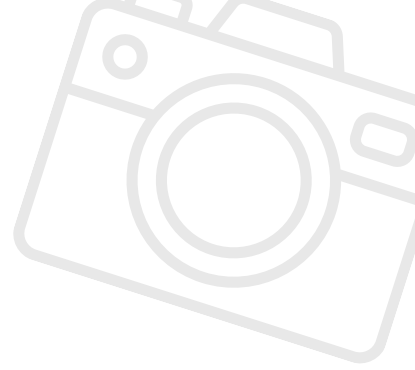
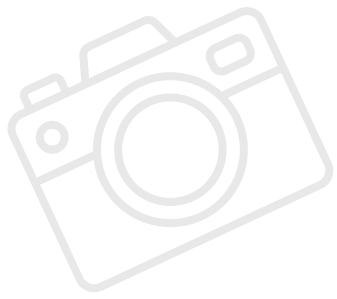
98. Party Hair Upgrade

Hook:

"Proof that small changes create big results."

Caption Angle:

Focus on volume, density and confidence.



99. Client Photo Of The Month

Hook:

"This absolutely made my day."

Caption Angle:

Celebrate client photos and encourage others to send theirs.

100. The Real-Life Results Post

Hook:

"This is why I always ask clients to send photos afterwards."

Caption Angle:

Show the finished look at the actual event rather than in the salon chair.



What Worked Best?

Before moving on to next month's content, spend a few minutes reviewing your results.

Ask yourself:

- Which posts generated the most engagement?
- Which posts received the most saves and shares?
- Which Reels achieved the highest reach?
- Which topics generated the most enquiries?
- Which content felt easiest for you to create?

Make a note of your best-performing ideas and save any photos, videos, testimonials or screenshots you created during the month.

The goal isn't to create more content.

It's to identify what your audience responds to and do more of it.

Next July, you won't be starting from scratch.

You'll have real data, real content and a much clearer understanding of what works for your clients.

Save this pack somewhere safe and revisit it next year.