



# Social Media Essentials

Croma is More Online Course by Nina Hauber



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# Introduction

Welcome to this Social Media Essentials Course.

Social Media can have a direct impact on your business.

Use your Instagram and Facebook account as a digital business card, to interact and communicate with your clients and patients in a new way.

In this eBook you will find intuitive instructions [for setting up and managing an Instagram and Facebook Business Page](#). Valuable tips and tools will make the Social Media management a lot easier for you.

## Croma is More tip:

Watch out for our [internal links](#) to get a visual overview and to save precious time, instead of having to scroll through the entire PDF.

These links lead you to the relevant section and speed up your reading time through the content. Feel free to [click >> TOC](#) (table of content) in the top left corner of each page whenever you need to make use of the [navigation bar](#).



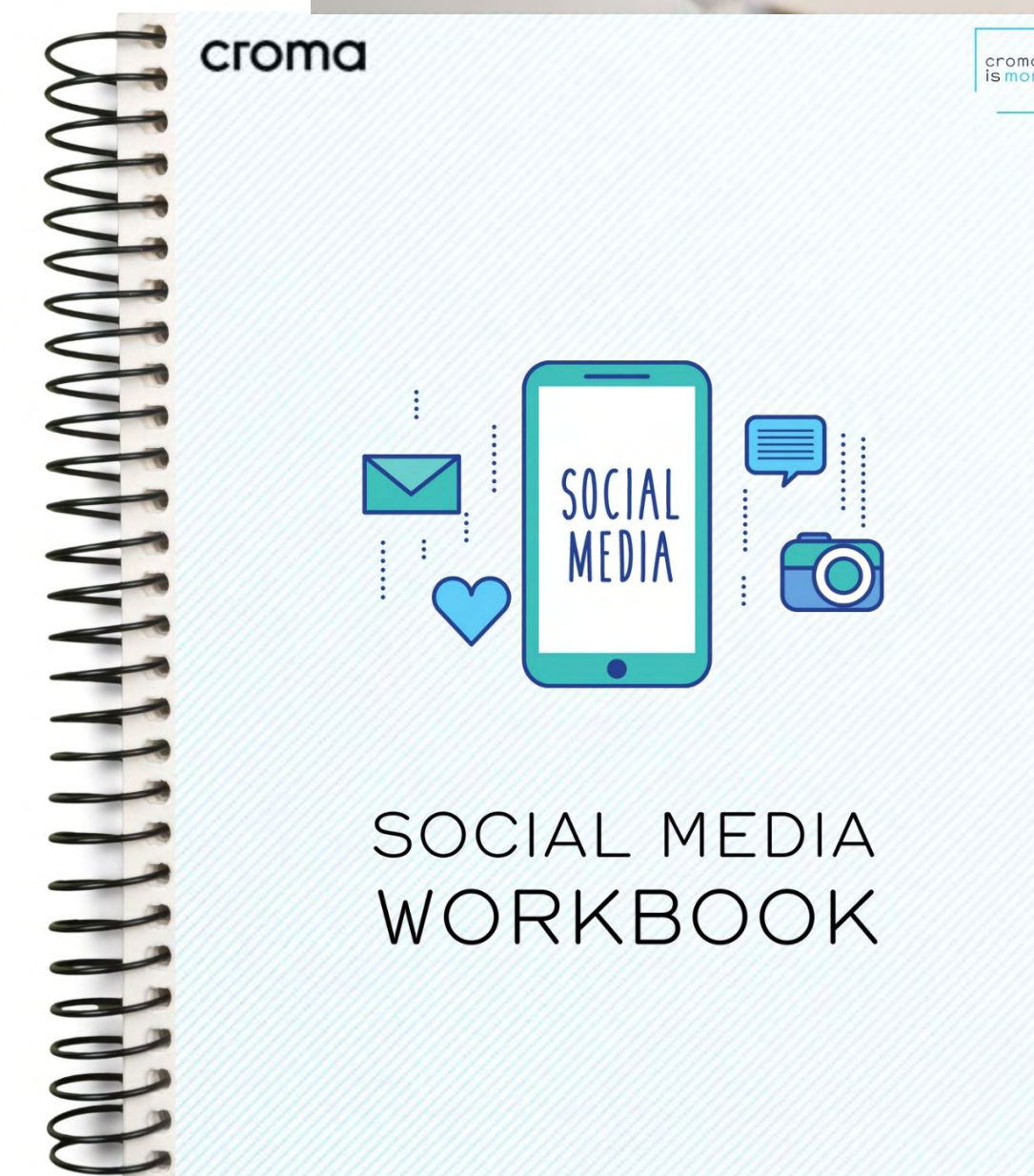
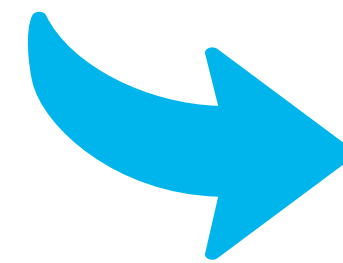


# Take the fun even one step further

You are about to start an exciting journey. Let us guide you on how you can use social media marketing to transform your aesthetics business.

Use our [Croma is More Workbook](#) to write down all your learnings, to come up with a strong communication plan, schedule your key topics in advance and make records of your latest accomplishments. The content in the workbook runs parallel to our video course as well as our eBook.

You will be thrilled at how far you get in next to no time!







# Nina Hauber

Social Media Consultant of Croma is More

My name is Nina Hauber, and I am one of the Social Media Consultants at Croma is More. Social Media is my passion and I have been working in this field since 2013. I have gained a lot of experience during this time, and would like to share this knowledge with you.

We have made this eBook and video course using the latest versions of Instagram and Facebook. With the constant changes being made, especially on Social Media platforms, most likely small things on the screenshots we have made will be slightly different to your version.

With this eBook I would like to motivate you and show you how you can be successful with your own Social Media Business Page.



# What makes this Social Media Course so unique and a true must have?

This course is [designed for Aesthetic Doctors](#), as we work with many individuals from this industry.

Throughout this eBook [you will learn](#):



[how to set up](#)  
your Instagram and  
Facebook accounts



[how to upload](#)  
content to your Social  
Media accounts



[how to use](#)  
the features provided by  
Instagram and Facebbok

This course is useful for everyone who wants to create a Facebook or Instagram Business account. You will receive all the essential information you need to start with your Social Media Marketing.

[Our Croma is More Promise to you](#): You don't have to be a Social Media Pro to take this course, but you will become one after completing it. With these skills, you will be able to increase your reach, and broaden your brand awareness on Social Media.

[What is your favorite Pace?](#) We suggest to use both the eBook and the video recordings for best results. You can pause and resume each chapter at a pace, which feels comfortable for you.

[The right equipment?](#) All you need is your smartphone, your notebook and a little pinch of your precious time.



# What you can expect:

## Instagram Basics

Learn how to set up a professional Instagram Account, and understand the difference between a business and a personal Account. You will be able to post your first picture, video or Instagram Story, to reach out to your patients. With our Croma is More tips, you will easily reach your first 100 Followers, and create stunning content. After having a look at your insights you will know how often, at what time and on which days you should post your content.

## Facebook Basics

This topic is all about your Facebook Business page. After an explanation on how to set up your page, you will learn more about some important settings and Facebook features to promote your practice, products and treatments.

## Creator Studio

This game changing Social Media Management tool will help to save you a lot of time and energy. After this course, you will be able to schedule your posts on Instagram and Facebook in advance.

## BONUS: Facebook Ads Manager

A very exciting but complex topic is the Facebook Ads Manager. Here you will be given a brief overview on Social Media Ads.

[Instagram Basics →](#)[Facebook Basics →](#)[Creator Studio →](#)[Facebook Ads Manager →](#)



# How to create an Instagram Account

[www.instagram.com](https://www.instagram.com)

- 1) Download the Instagram App
- 2) Open and register with your E-Mail address
- 3) Settings – Account – Switch to professional account

## Why a professional Account?

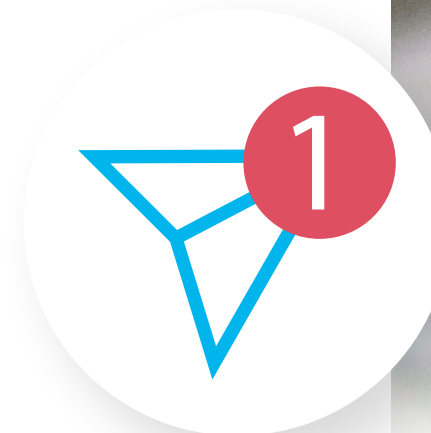
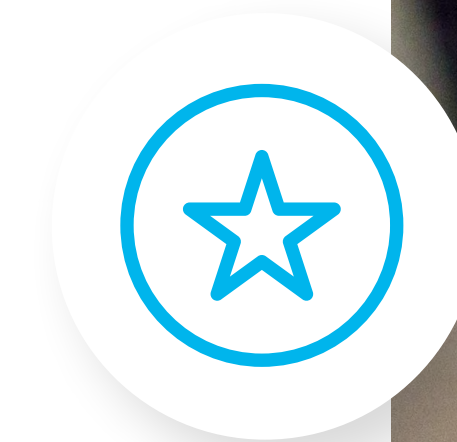
You will have insights into your statistics, so you can better evaluate your followers and adjust your content. You can create promotions and push your important topics.





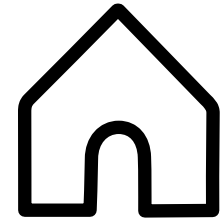
# Benefits of an Instagram professional Account

- 1) Access to Instagram [Insights](#)
- 2) Ability to [advertise](#) on Instagram and create promoted posts
- 3) Your Industry will be shown on your Profile
- 4) Add a [Contact Button](#)
- 5) [Schedule](#) your posts in advance

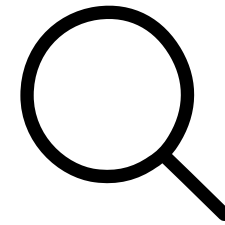




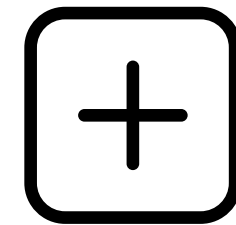
# Instagram Icons



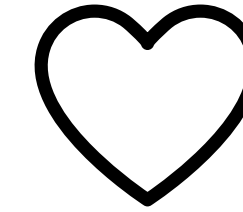
The [home icon](#) will show you your Instagram feed. Here you will find posts and stories from the accounts you follow; Your friends, patients, colleagues and so on.



The search icon is called the [explore tab](#), here you can search for accounts and topics and you will see relevant content from people you don't follow yet as well.



By tapping the framed [plus](#) icon you can add a new post to your feed.




The [heart icon](#) shows you the interactions on your pictures, so you can see the likes and comments you get on your posts.





On the right-hand side you will find your [Instagram profile](#). Here you can see everything you have posted on your account so far.



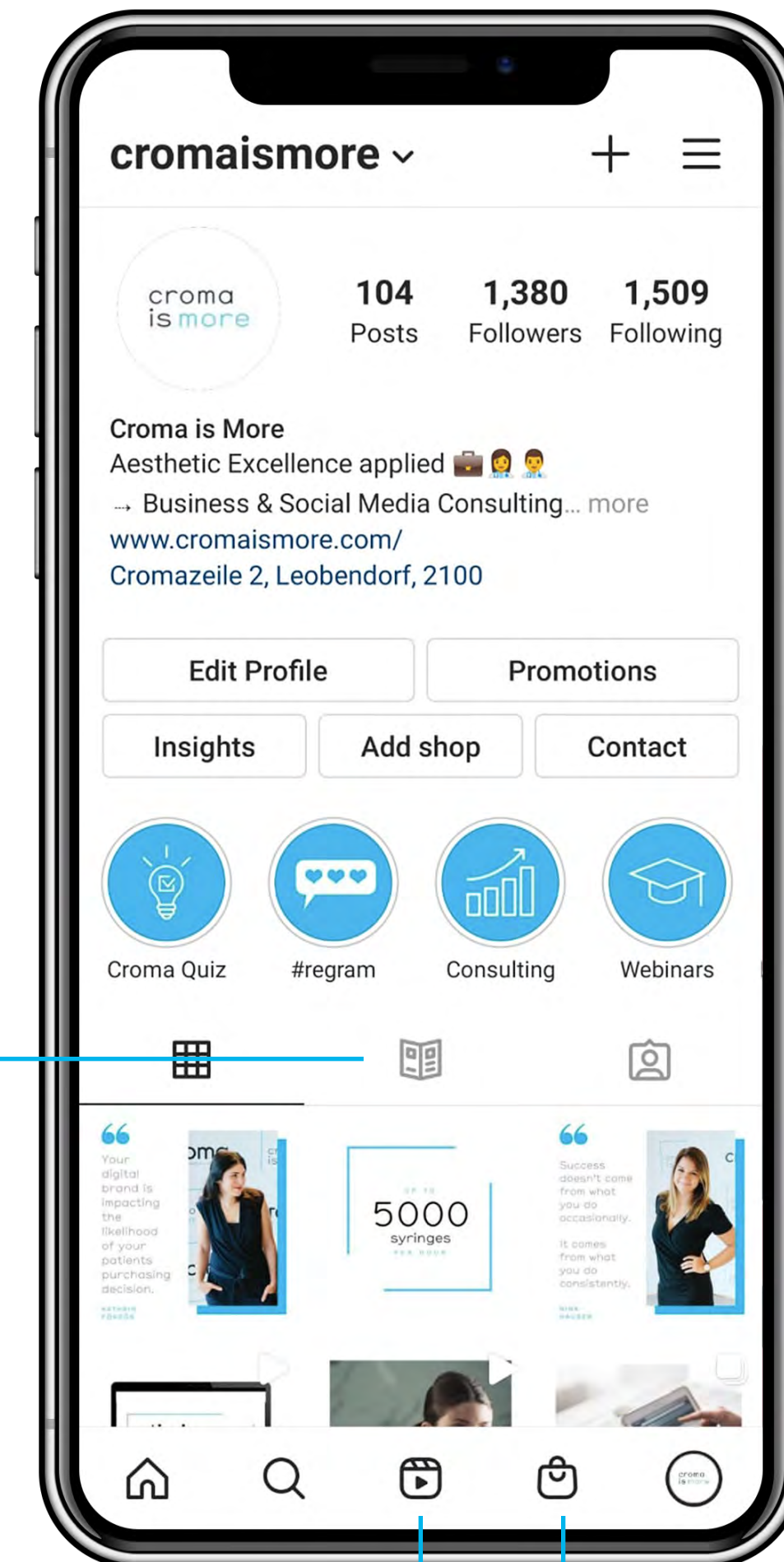
# News from Instagram

 **IG Reels:** a new feature called **IG Reels** will be shown in the Instagram Menu as well. The explore tab with the search icon will be on the top right-hand side next to your private messages.

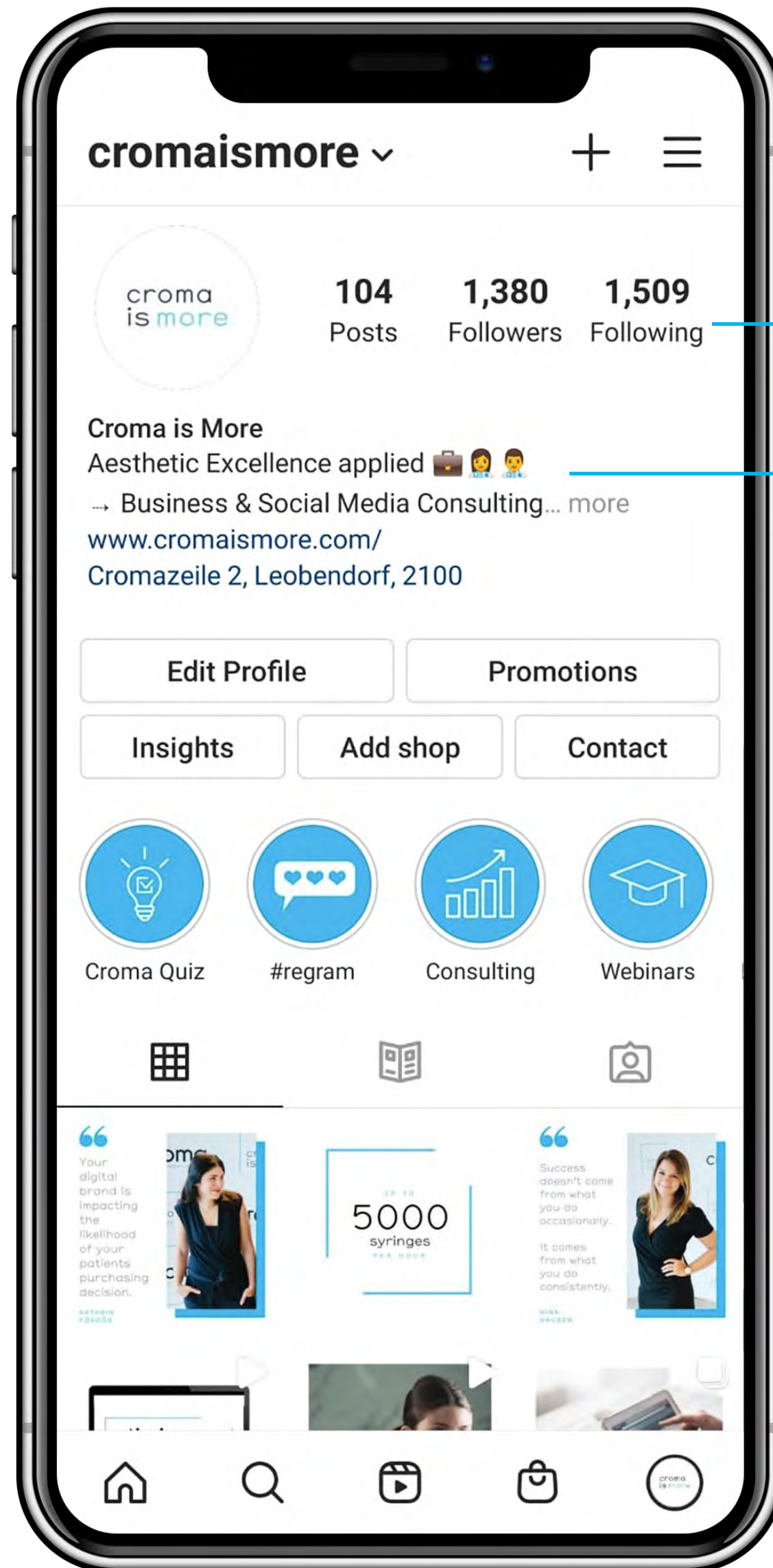
 **IG Shop:** Gives business accounts the option to sell products on Instagram. With Instagram Shopping you can tag the desired products in your posts and stories to encourage people to purchase.

 **IG Guides:** Another brand new feature called “Guides” is now available. This allows you to share tips, posts and products in a dedicated tab on your profile.

**NEW DESIGN:** Most likely some of you will already have the new Instagram design. The functions behind all the icons are still the same, Instagram just switches the positions of them.







# Your Profile

**Posts:** At the top, next to your profile picture, you are shown the number of posts you have made.

**Followers:** This is the number of accounts/people who follow you (it “looks” better to have more Followers than Following)

**Following:** These are the accounts/people you follow.

The **Instagram bio** is a small summary, found underneath your username. You can include a short description, contact information, details about yourself and about your brand. This is the only place where you have the option of adding a **website link**.

## Croma is More tip:

As your posts are limited to 150 characters, try to keep it clear and simple. Use 2-3 emojis. Add a few **#hashtags** (for example your job title and location) to get more reach.





# Private Message/Instagram Direct

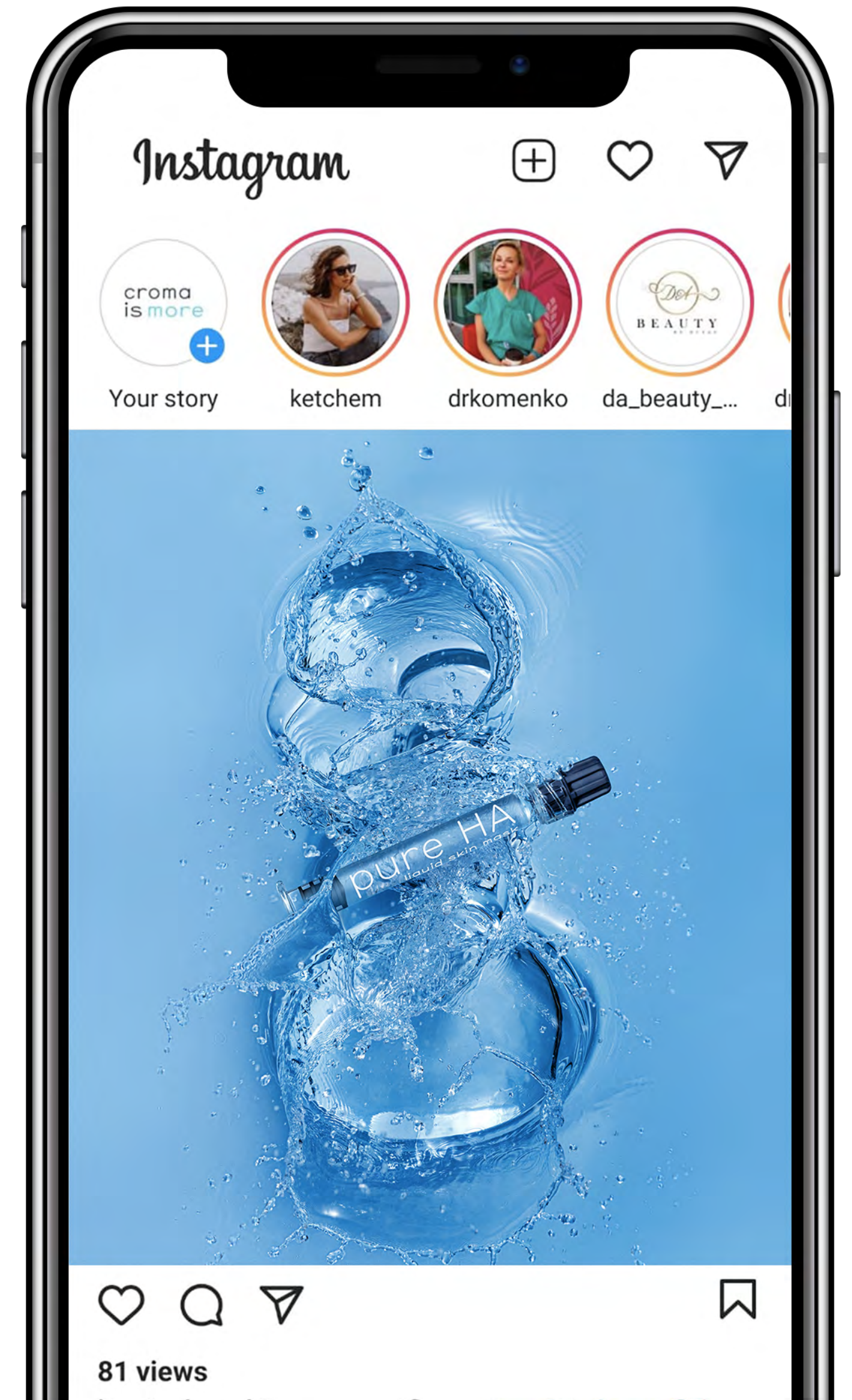
In the top right-hand corner you will find the button for your [private messages](#). You should regularly check your incoming messages. If you get a message from an account you do not follow, it will be marked as a [request](#). Try to answer all your messages to maintain interaction. Instagram will rate you better if you do this.

## Make it easier:

Connect your Instagram account to your Facebook Page (Settings/Account/Linked accounts) and manage all of your incoming messages with one tool, called [Facebook Business Suite](#). This can be downloaded as a mobile app, or accessed via desktop (<https://business.facebook.com>) in case you would rather not write long messages on your phone.


## Croma is More tip:

Get active, think about writing to your followers directly about your treatments or special offers. Additionally, this is the only option, apart from your bio, where you can send your Followers a direct [link to your website](#). This is a proven method for gaining high conversion rates with your followers.





# Upload your first picture/carousel/video

Press the **+ button** in the middle of your Instagram bar or on the top of your profile. You should see the pictures and videos from your camera roll and, some additional symbols like these arrows. 

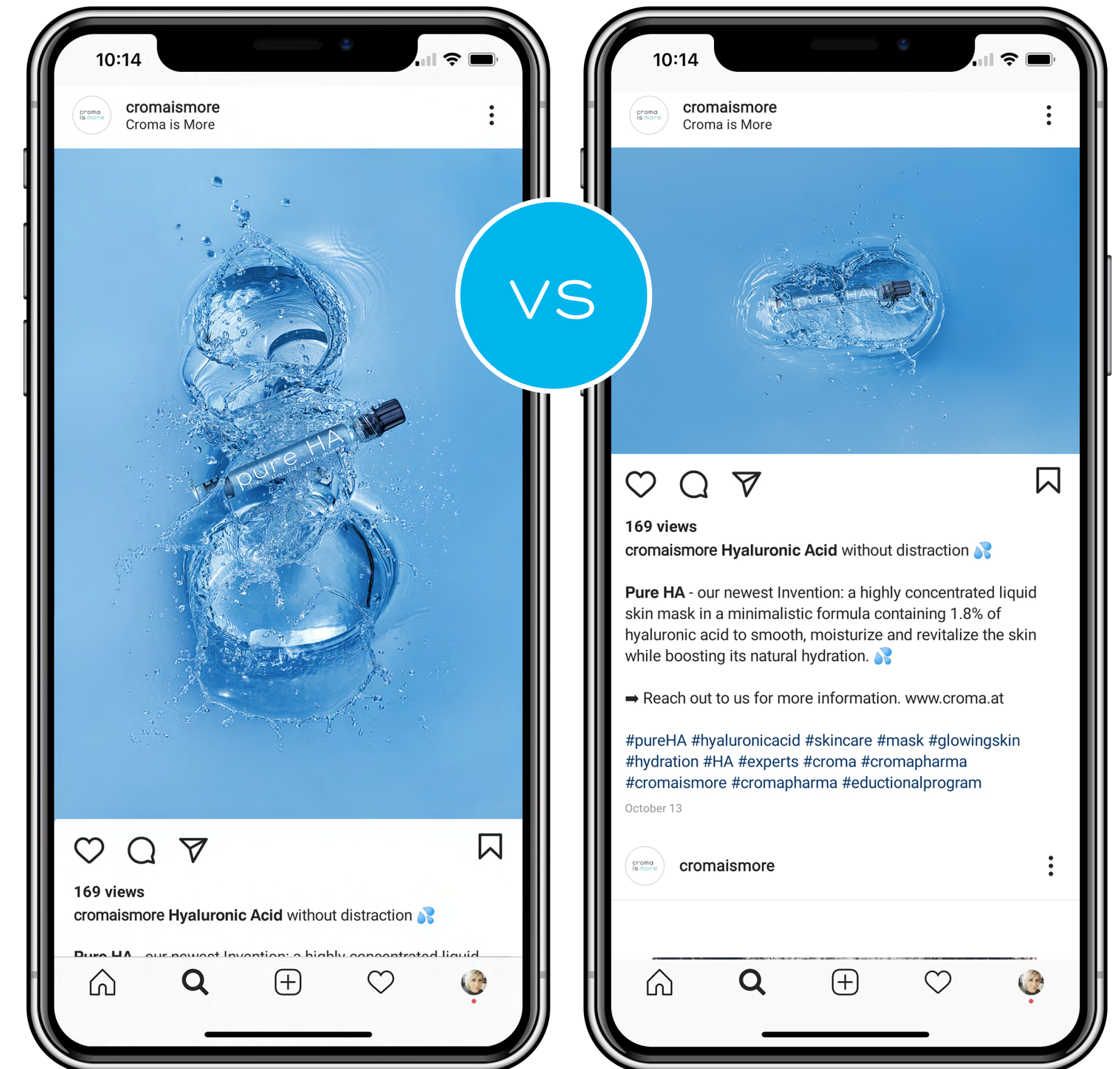
By clicking your chosen picture, it will be shown in square format. I would recommend using **vertical or square pictures**, because they stand out in the feed a bit more than landscape pictures.

Look at this example 



## Croma is More tip:

Remember, Instagram is a mobile app, people are scrolling through the feed very fast. The more space your image takes up in the Instagram feed the more likely it is to be seen.



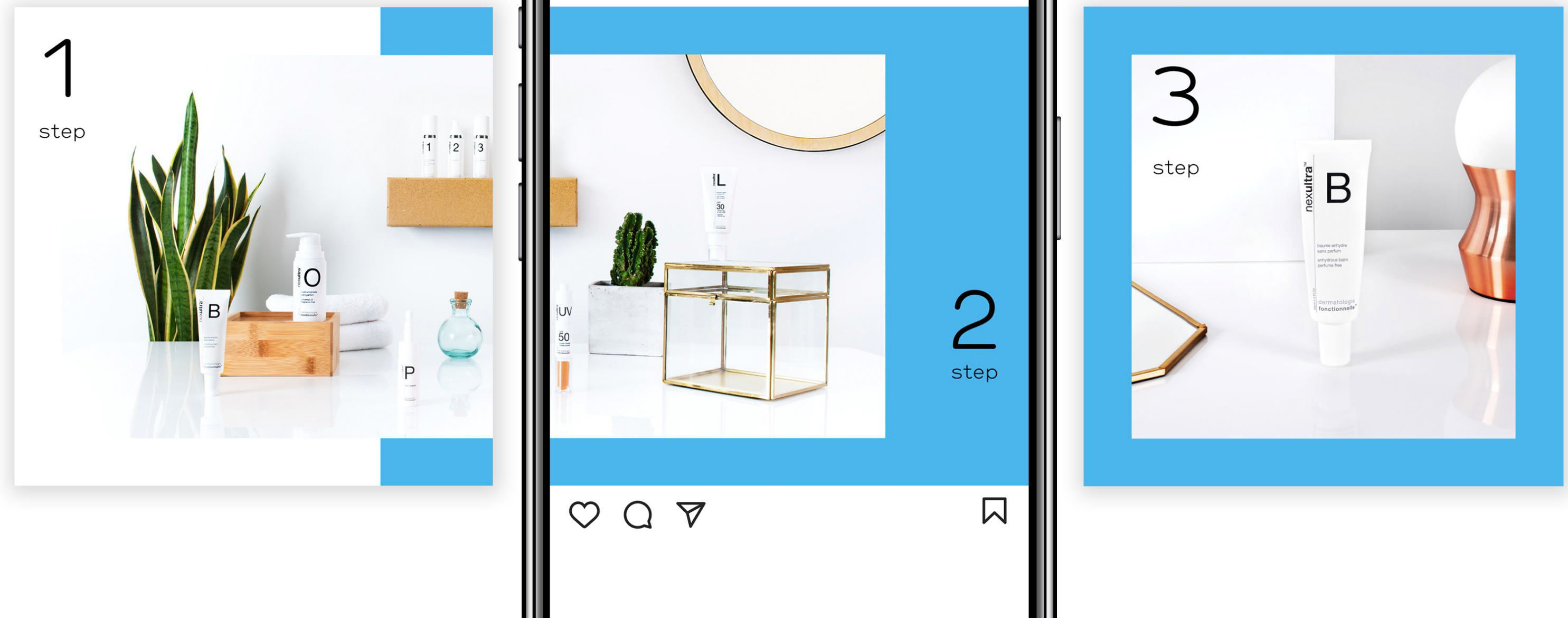


# Upload a Carousel Post

On the right hand side you will find the button “[select multiple](#)”. Here you can choose up to 10 photos or videos which can be uploaded at once, this is called a Carousel Post.

## Instagram Carousel Benefits:

- 1) Break up a story into bite sized pieces
- 2) Great for educational content, tips & tricks (Step 1, Step 2, Step 3...)
- 3) If someone misses your post, there is a chance that Instagram will show that same person the second or third image in your set. This creates another opportunity for engagement.
- 4) You can mix video and photos in your Carousel





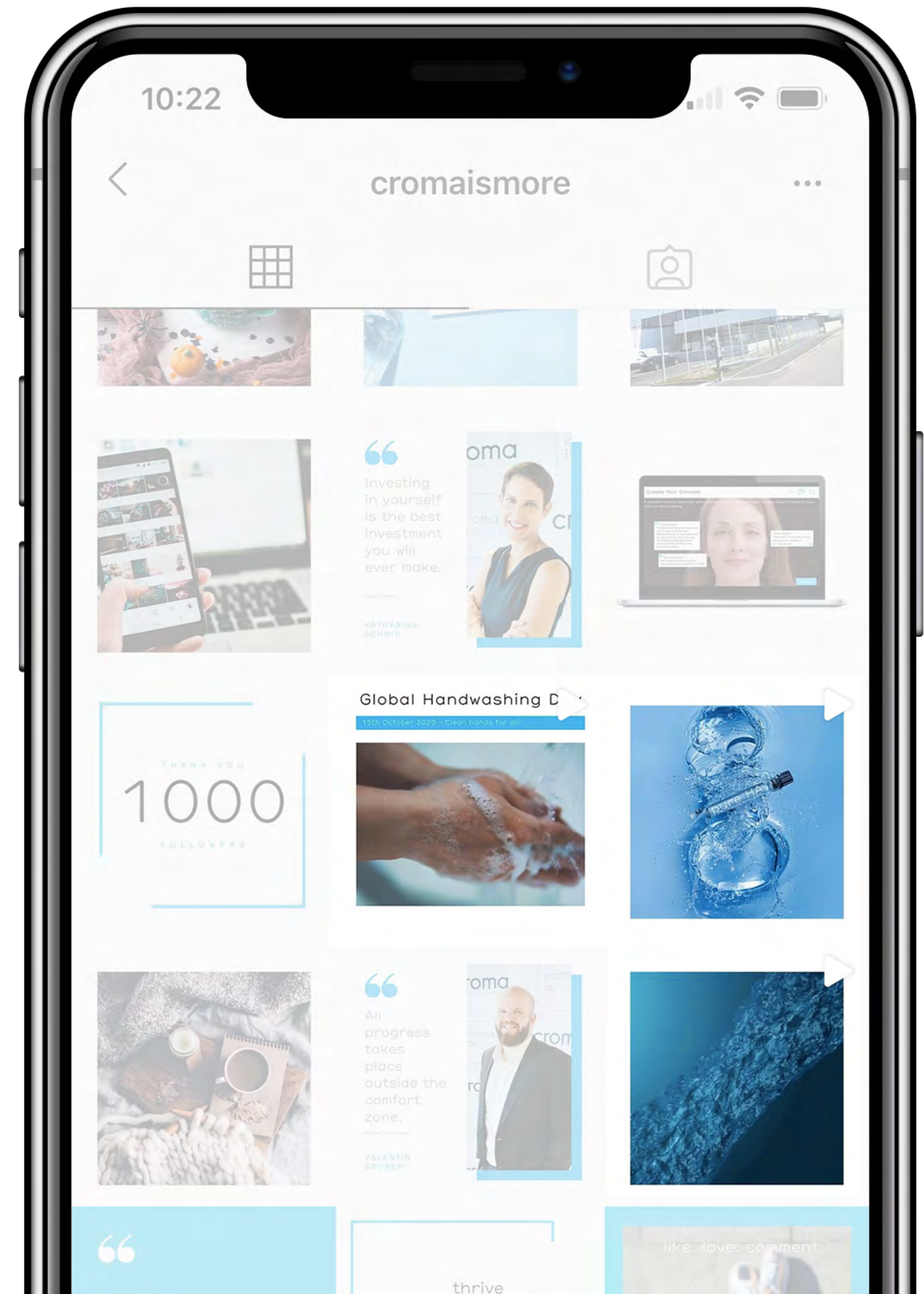
# Upload a Video

After editing your video with the right effects and length, you can choose a [cover picture which will be shown on your Instagram Feed](#). As we want to be Social Media Pros, I would recommend creating a cover picture in advance which [fits into your feed](#).



## Croma is More tip:

If you upload a video, the maximum video length is 1 minute.  
In case you have a longer video use [IG TV](#).





# Instagram Captions

The Instagram caption is a written description about the photo or video, which provides more context. This helps to complete your Instagram post. A caption can include emojis, hashtags and other account tags.

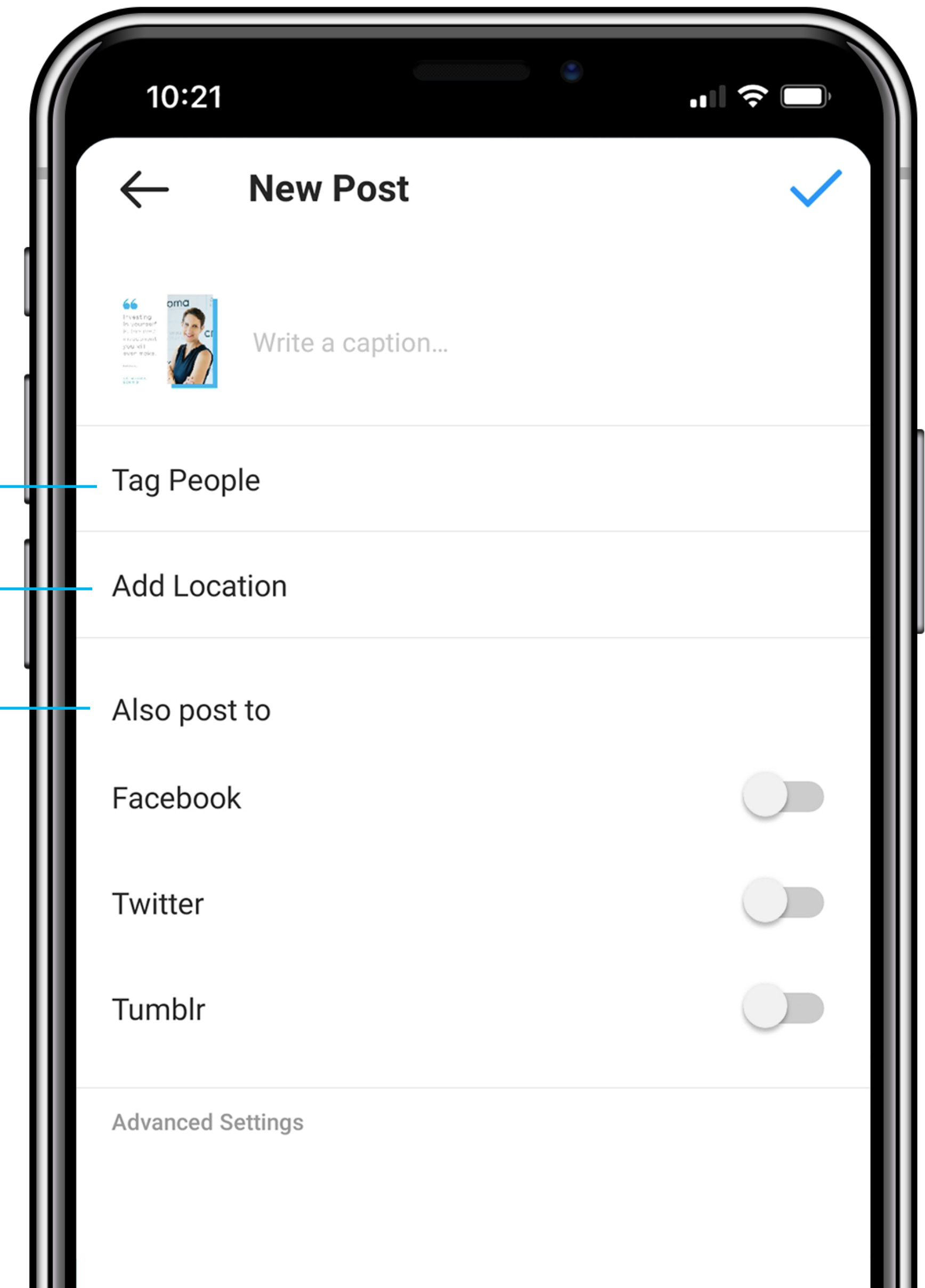
**Emojis** bring your text to life. 😍😘😎👏👍

Even if this is your practice account, you can still use emojis.

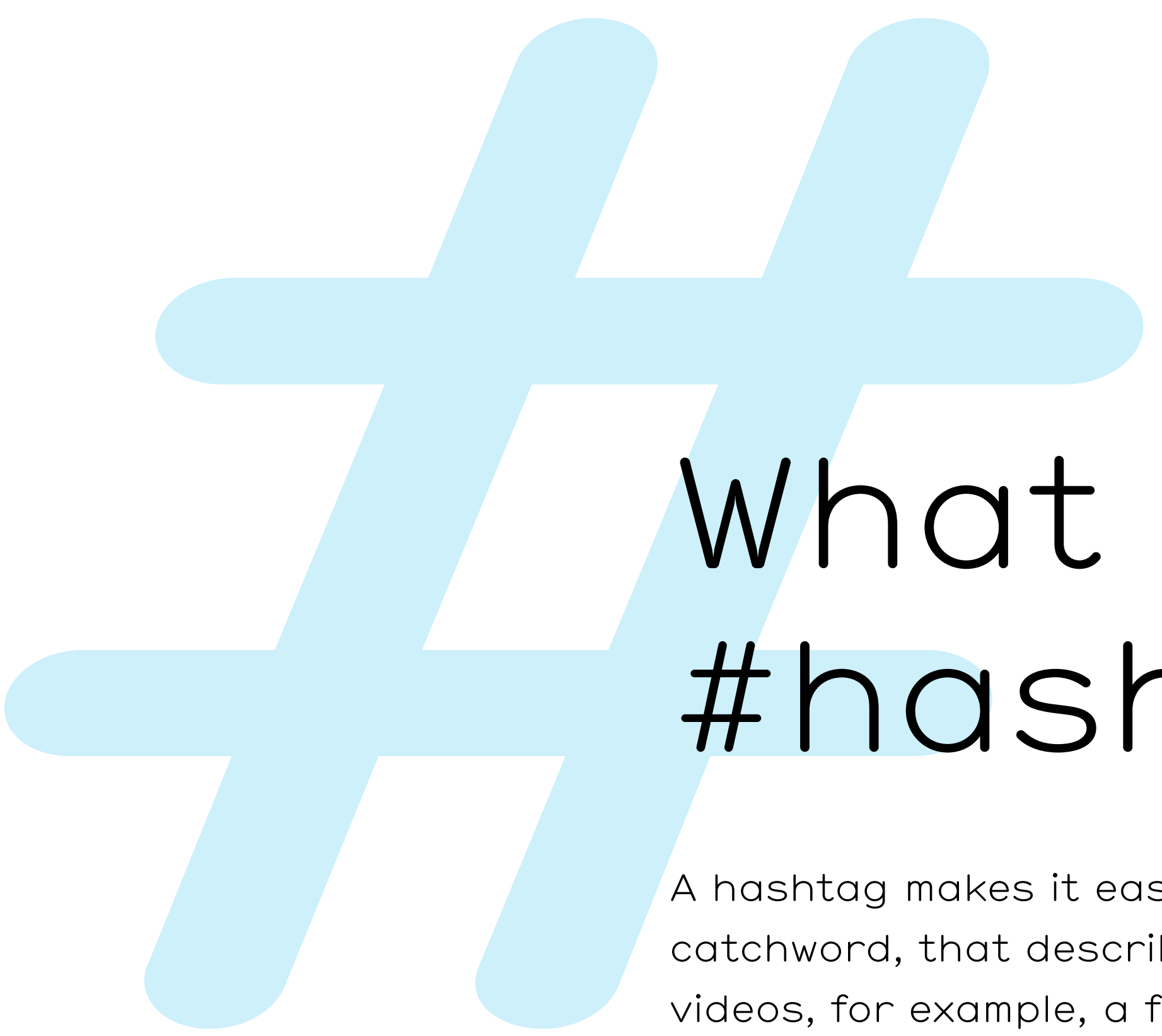
**Tag other people / accounts** in your photos, this will provide you with additional reach, because your photo will be shown on the Profile of the tagged person as well.

The **Location feature** shows the place where the photo was taken. If you add this information, you will also increase your reach, as your photo will be seen in the exploring tab of the chosen area or city. You can reach out to new people!

If your Account is connected to Facebook, you can share your post directly to your Facebook Page as well. Swipe the bar and click “**now share**” – your post will be uploaded onto both platforms.







# What is the point of a #hashtag?

A hashtag makes it easier for people to find information on a specific topic. It's a kind of catchword, that describes your content. Use a mix of relevant hashtags on your pictures and videos, for example, a few which describe the treatment, some which describe your work, and maybe some hashtags about your location to gain extra reach.

[#facialtreatment](#) [#dermatology](#) [#vienna](#)



# Instagram Stories

Instagram Stories have overtaken the generic feed in terms of reach over the last year, and they offer plenty of room to be creative.

[Use the features](#) Instagram offers to interact with your clients.

The following cheat sheet shows you the difference between the IG Feed and IG Stories.

[Instagram Cheat Sheet →](#)

Essentially, your IG Feed should be your [digital business card](#), the content should match your corporate design, and be planned out. The IG Story, instead gives you the opportunity to be spontaneous and real, to show some [behind the scenes content](#), which does not necessarily need to be in keeping with your corporate design, or high quality.



This format is called “Story” so you should tell a story by uploading more than one slide. It is like writing a novel.



# Instagram Feed



## Evergreen

Posts stay on your profile forever



## Curated

Feed content is usually planned ahead



## IG Feed

Is your digital business card in corporate design



## Ideal for reach

Posts get discovered by new audiences



## Sound off

Most viewers are scrolling without sound

VS



## Fleeting

Stories disappear after 24 hours



## They are real time

Stories are shared in the moment



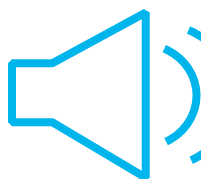
## Your unofficial brand

Stories are a place to casually check in



## Ideal for engagement

Existing audiences engage with your stories

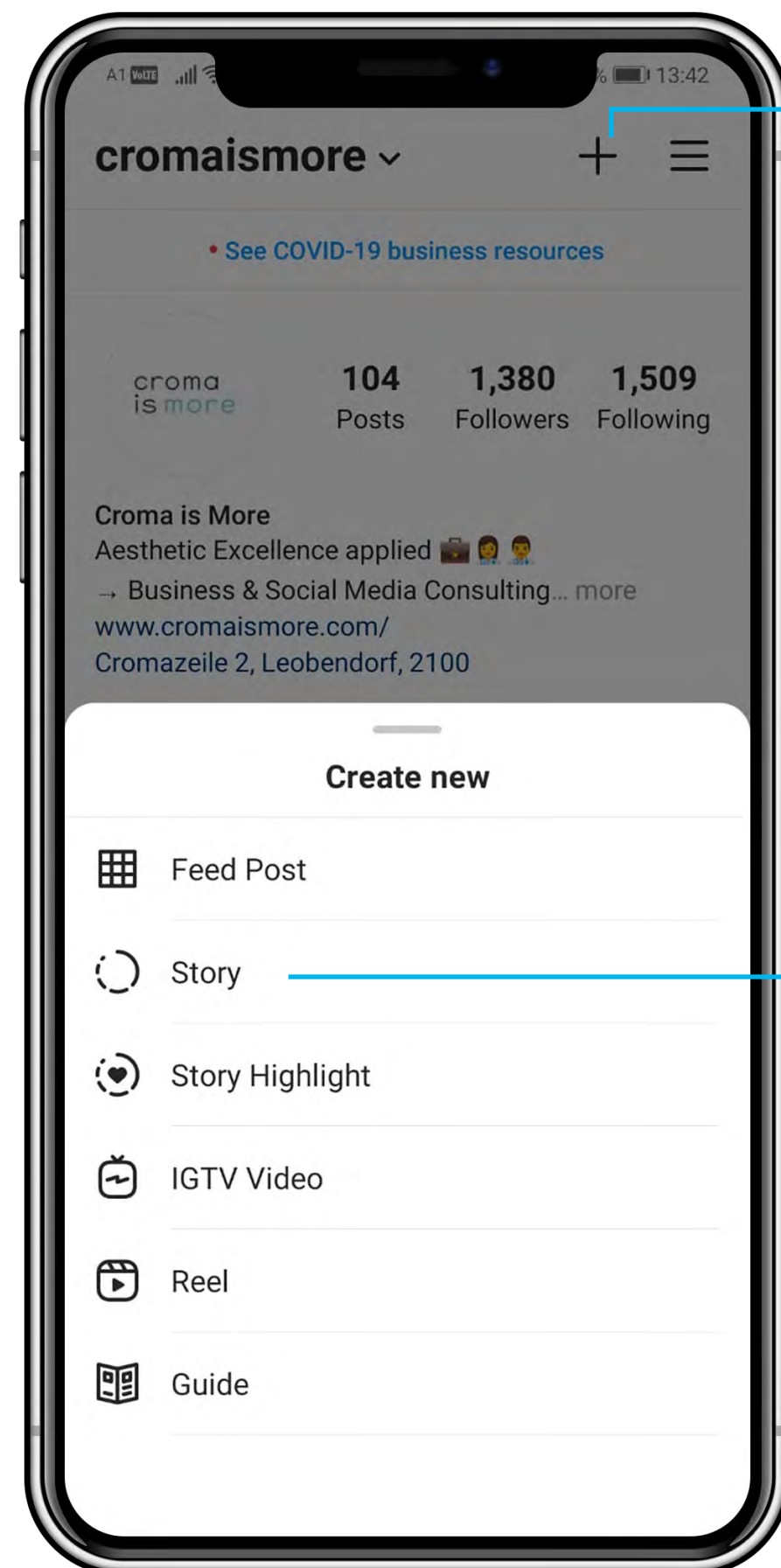


## Sound on

70% of IG stories are watched with sound



# Posting Instagram Stories



Press the [profile icon](#) and [the plus symbol](#) on the top.

Choose [Story](#) and your camera will be opened straight away, ready to take pictures or videos which you can instantly post to your story.

[Swipe up](#) and you will see all the pictures and videos from your camera roll. I would recommend creating your stories in advance, this looks way more professional. Use some nice creator apps that let you pimp up your story.



Take our course [Social Media Content Rockstar by Kathrin Fördös](#), where she shows you how to create game changing content. You might not be a Content pro yet, but you will be after finishing her course.

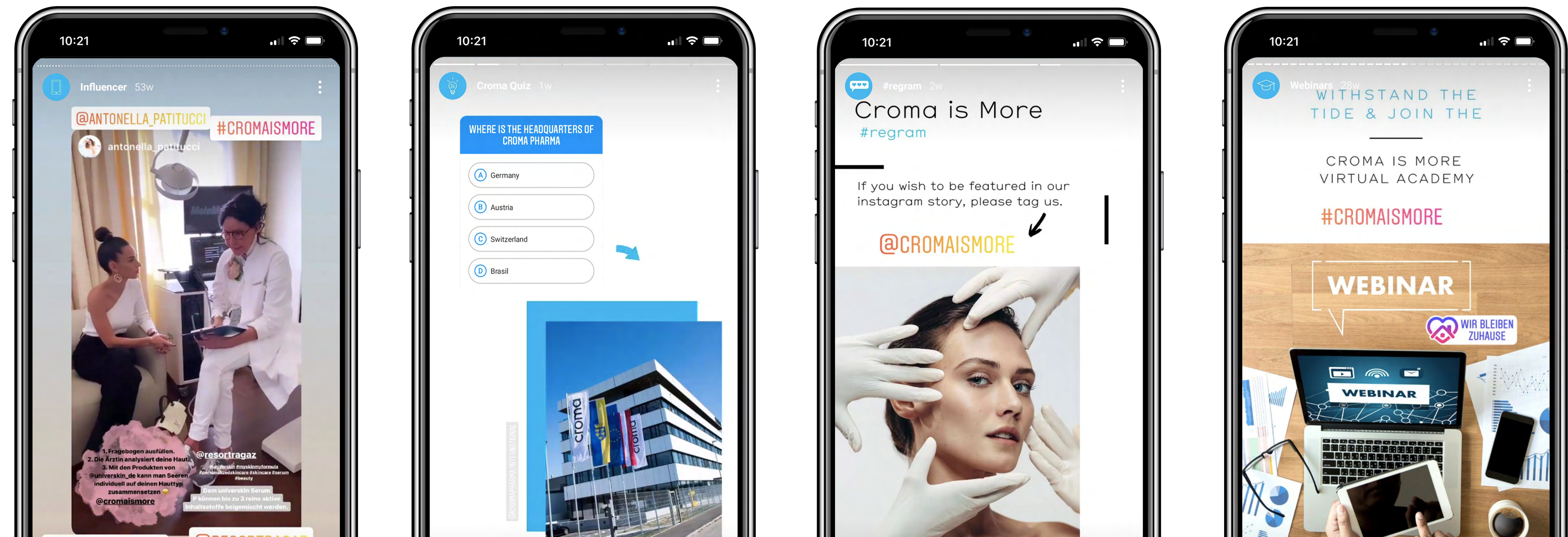


# Editing Instagram Stories

## Use the features on Instagram Stories

There are plenty of options on how to create your Instagram Story. But always keep in mind, it should be **clean and simple**, don't exaggerate. Add different kind of **effects**, lines, text and stickers to your IG Story. By using Polls or Quiz Stickers, your Followers will start interacting with you.

Instagram is constantly adding new features, so try them out in your Stories anytime.





# Features

## Back:

here you can cancel your post and go back to your feed

## Download:

by pressing the arrow you can download the current story

## Link:

you can link to your IG TV Video or tag a business partner - if you have more than 10.000 Followers you will have the option to insert a Website link.

## Effects:

add some effects to your story

## Letters:

you can add text

## Lines:

you can draw on your story

## Sticker:

here you will find all the different stickers you can add to your story





# Stickers

Stickers help you to interact with your Followers, who are waiting to answer your Questions, join in on your Quiz or give their opinion to your Polls.

## @mention

Tag other accounts/people in your story

## Location:

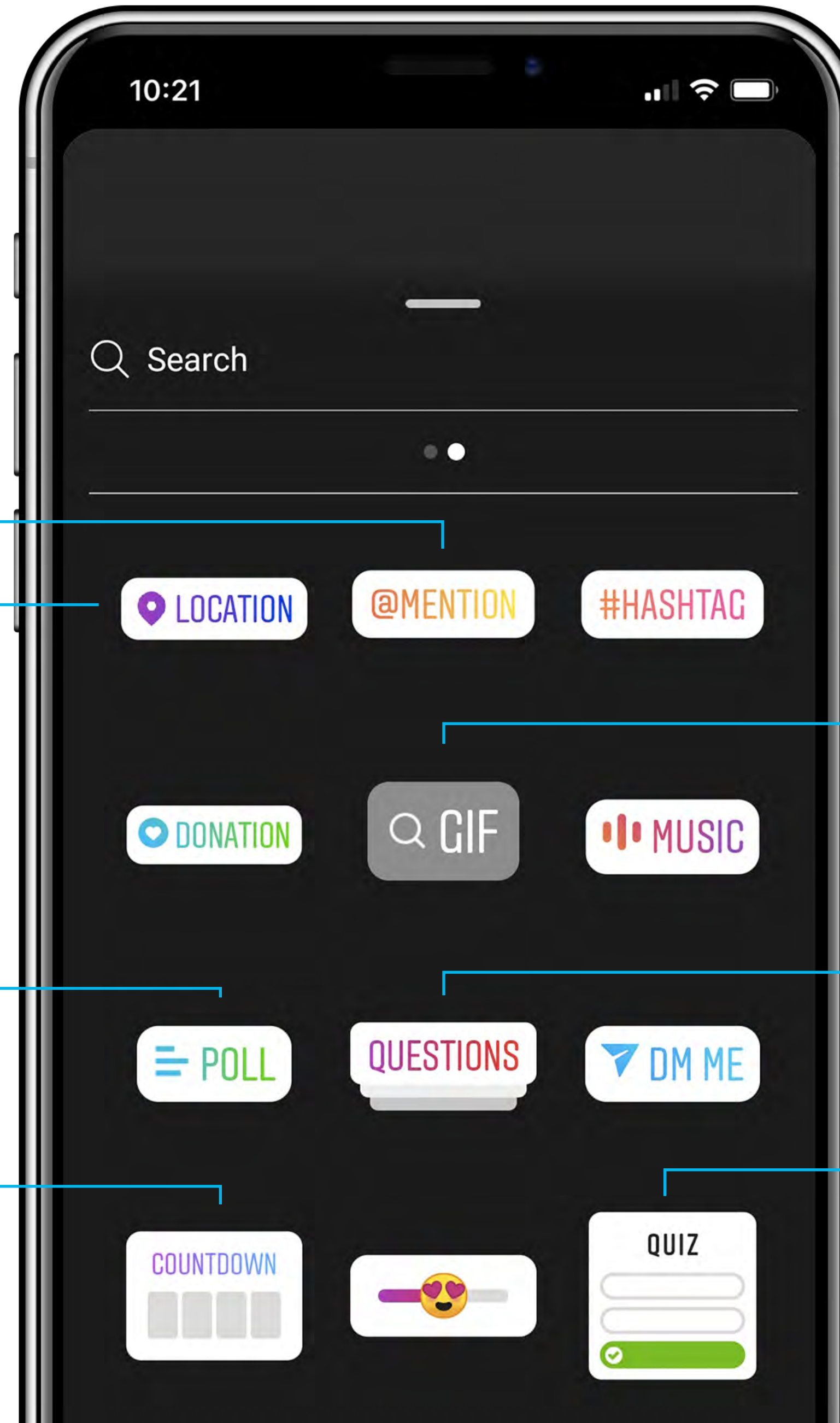
Add your current location or the name of your practice.

## Poll:

Ask a question with 2 possible answers (e.g. Which one do you like more? A or B)

## Countdown:

Create a countdown for when you come back from vacation.



Infotain your Followers.  
Use your knowledge as a doctor to communicate in an entertaining way.

## GIF:

Search for animations (e.g. beauty, doctor, heart...).

## Questions:

Ask a question with an open text field (e.g. What topic should I talk about in my next IG TV video?).

## Quiz:

Create a multiple choice quiz about your practice.



# Instagram Story Highlight

As Stories disappear after 24 hours, Instagram has provided a feature called [highlights](#), where you can save all your Stories.

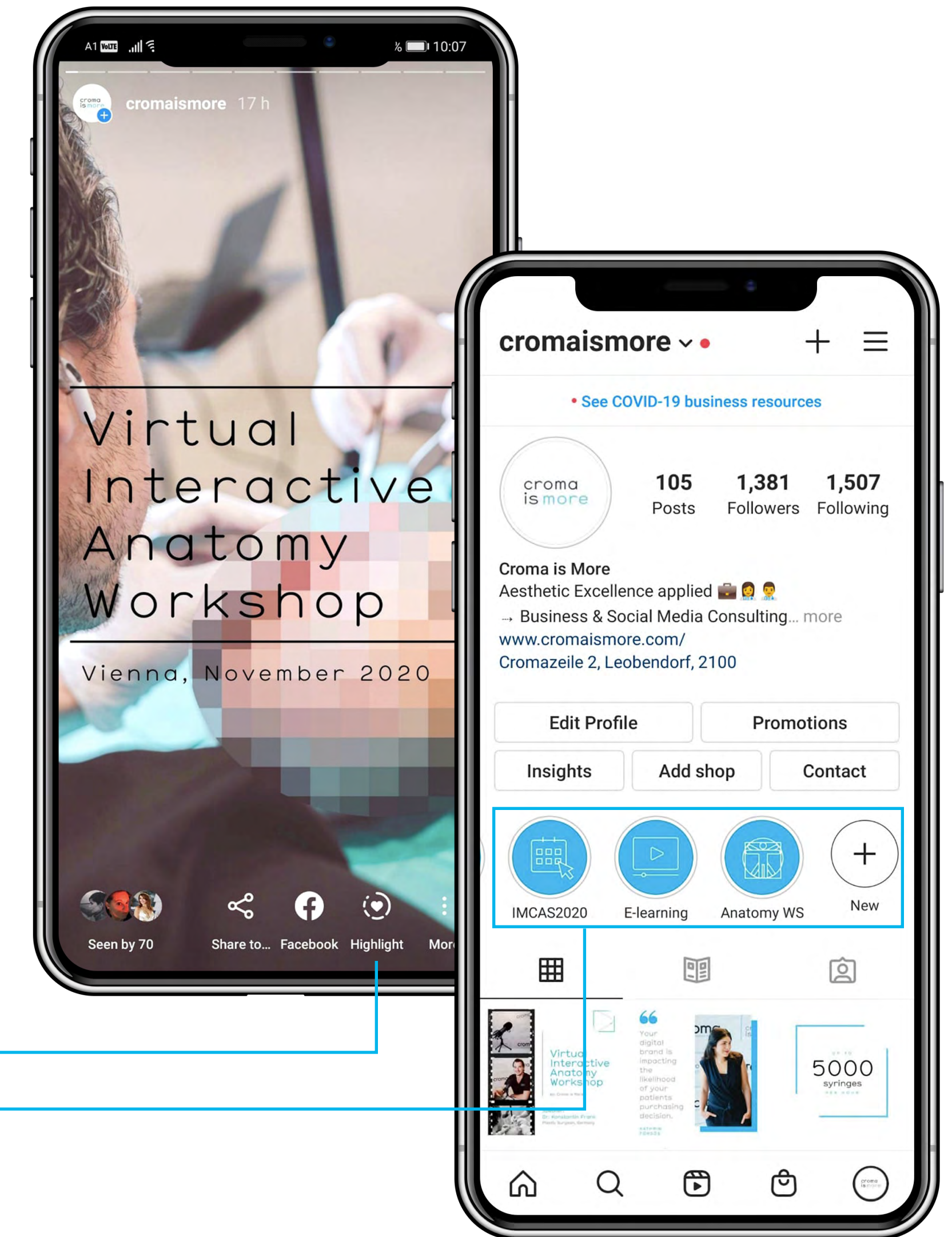
The highlights are found on your Instagram Profile, right underneath your bio.

After your Story has uploaded you will see a heart icon at the bottom of each slide. By pressing this heart you can add the slide to a highlight, and save it for an indefinite amount of time. Another possibility to create a new Story Highlight and add your slides, is to click the plus button below your bio.

## Croma is More tip:

As your Instagram Profile is your digital business card, I would recommend using an Instagram Story Cover in your Corporate Design. By pressing [Edit Highlight](#) & [Edit Cover](#) you can choose a picture from your camera roll.

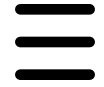
The highlight stays on your profile until you decide to remove it.






# Insights

Never neglect your insights, this is one of the key features of a business account.

Go to your profile and press the [burger menu](#)  on the right-hand side. By clicking [Insights](#) you can see how many people have seen and interacted with your content. Press [Accounts Reached](#) and you will see a graph which shows you how many Accounts you have reached in the last 7, or 30 days.

[Total Followers](#): Here you will find detailed information about your audience:

- age, gender and demographic
- the days and times when your followers are most active



Your insights will give you the information as to what times, and on what days you should post your content.





## Bonus: IG TV



With IG TV you have the opportunity to upload a video which is [longer than 1 minute](#), as this is the standard length of time for regular Instagram posts. If you want to talk more about a specific topic, or you have a high quality video you want to share, you can use this kind of format.

Step by step guide:

- 1) Press the search icon and click the [IGTV button](#)
- 2) With the [+ button](#) you can upload your own video
- 3) Choose a cover by adding a picture from your gallery or use a frame from the video
- 4) Add the title and a caption
- 5) If you activate [Post a Preview](#), part of the Video will be seen on your Instagram and/or Facebook Feed as well
- 6) Your IGTV will be saved on your profile underneath your Story Highlights



# Instagram Learnings

1. Use IG Feed for your brand content (corporate design)
2. IG Story to Infotain - Use your knowledge as a doctor, and try to communicate that knowledge in an entertaining way
3. Use vertical pictures and relevant hashtags in your posts to get more reach
4. Use IGTV for videos which are longer than 1 minute
5. Learn from your insights



# Facebook

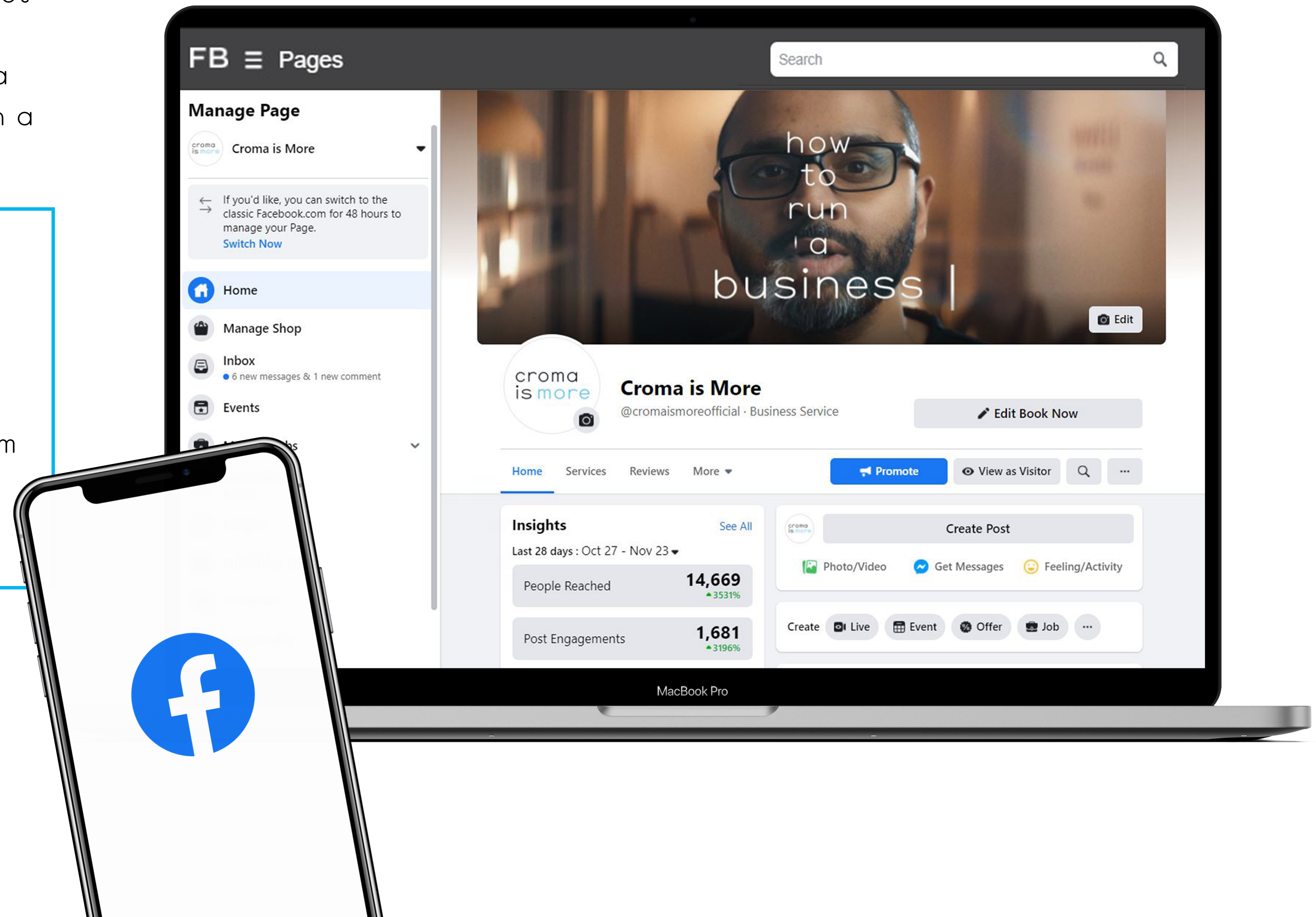
This topic is all about Facebook and how to set up a business account.

I would recommend applying the settings on a Laptop or computer, as this is easier than on a smartphone.



## App recommendation:

After you've created your account, you can download the Facebook app to your phone. Another option to manage your Facebook business page, is the [Business Suite](#) app from Facebook.



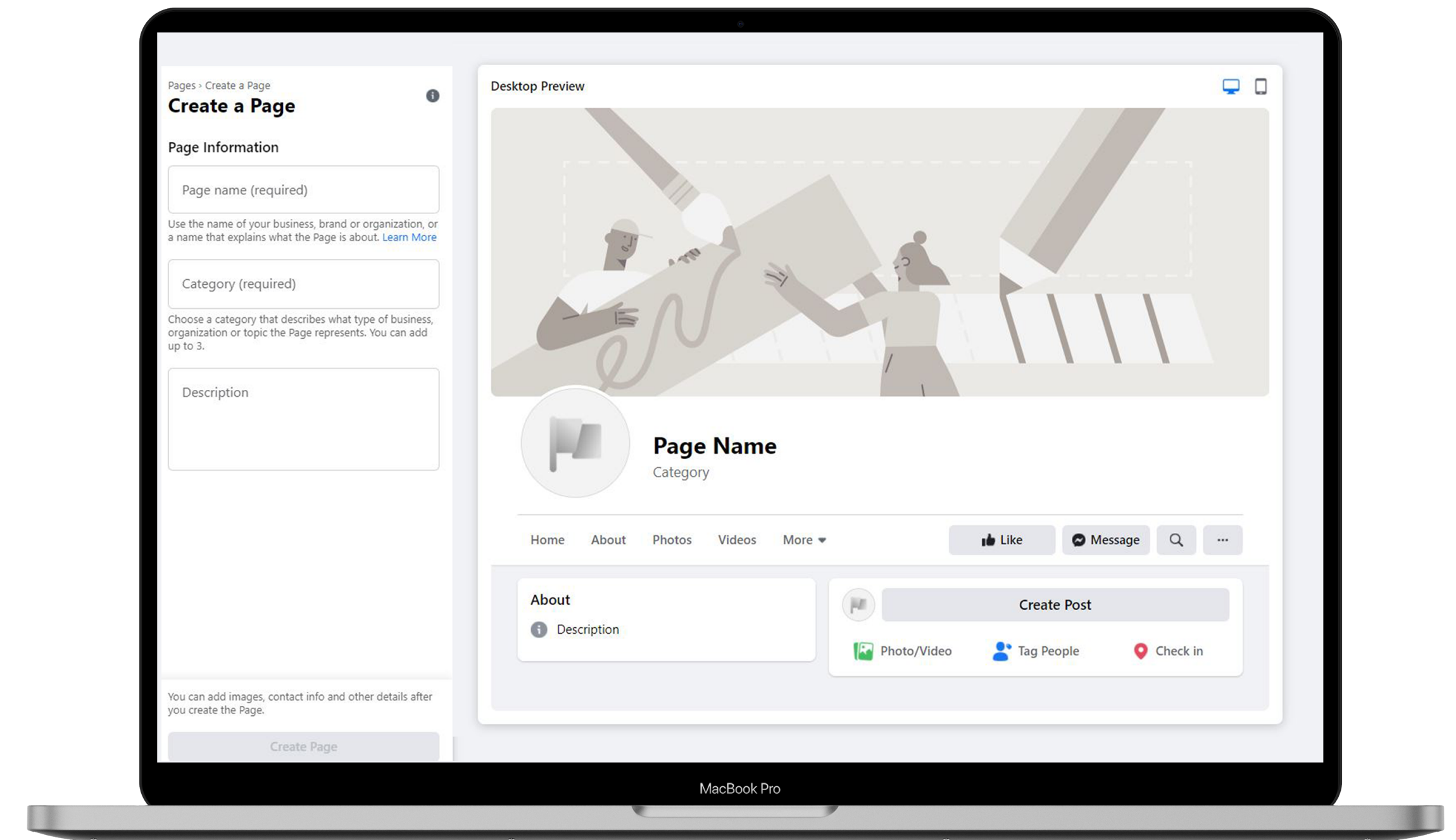
# How to create a Facebook Business Account

[www.facebook.com](https://www.facebook.com)

- 1) Log In or create a personal Facebook Account
- 2) Create your business page  
-> <https://www.facebook.com/pages/create>
- 3) Type in your page name  
Keep in mind that it should be very **simple and short**.  
People should know that it is you. Use your name or the name of your practice.
- 4) Choose a category  
(for example: dermatologist) add a description of your practice
- 5) Upload a cover picture or cover video
- 6) Upload a profile picture. **I would recommend using your logo.**

**Congratulations!**

**You are now the owner of a Facebook Business Page!**



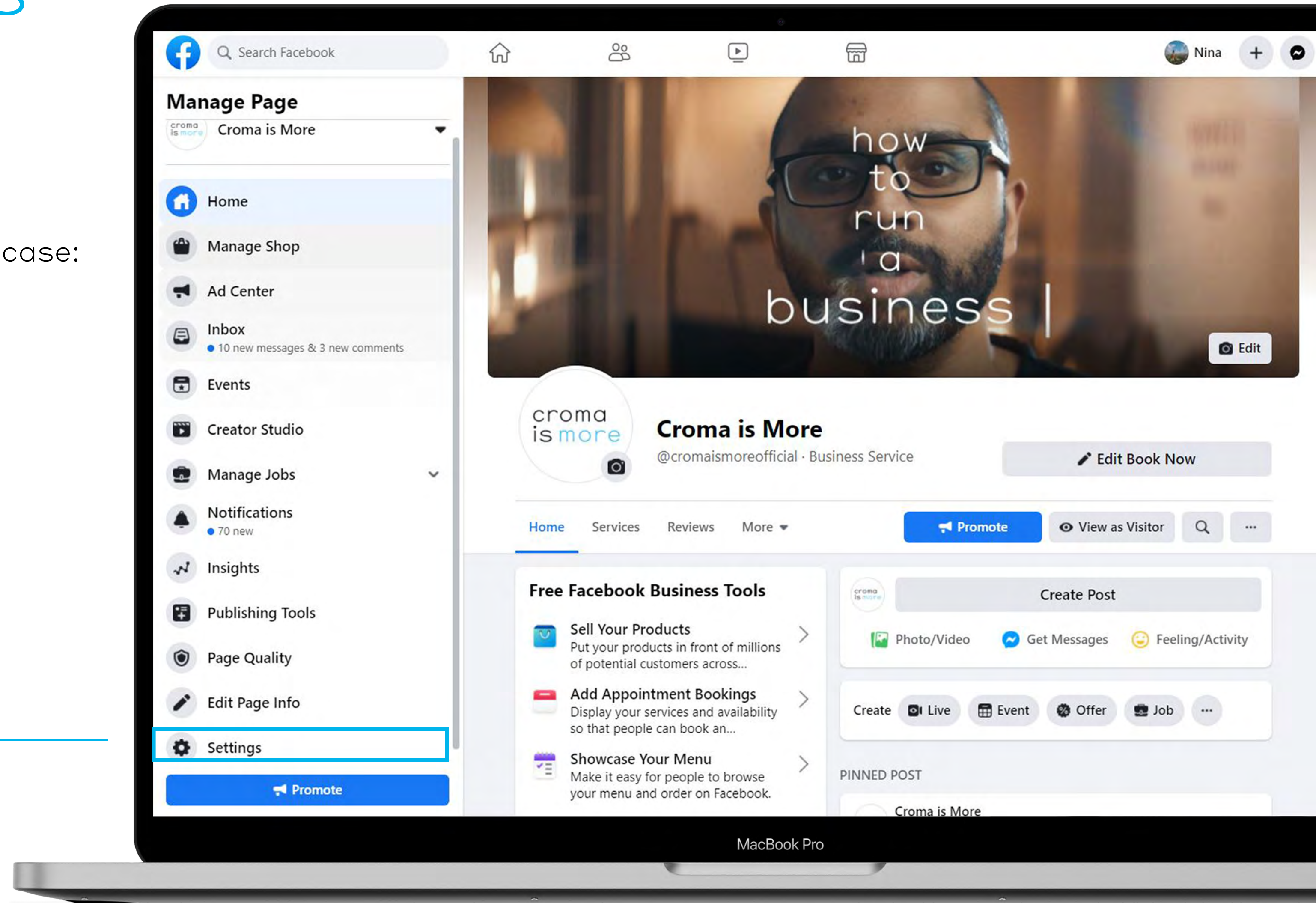


# Facebook Settings

In this section we will take a closer look at the correct settings. I've sorted out the most important ones to begin with, but I would recommend clicking through all of them in any case: <https://business.facebook.com/>

The Facebook Settings are here

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# Settings

## Page Info:

Fill in the information such as your address, phone number (of your practice), opening hours, the privacy policy and milestones.

## Templates and tabs:

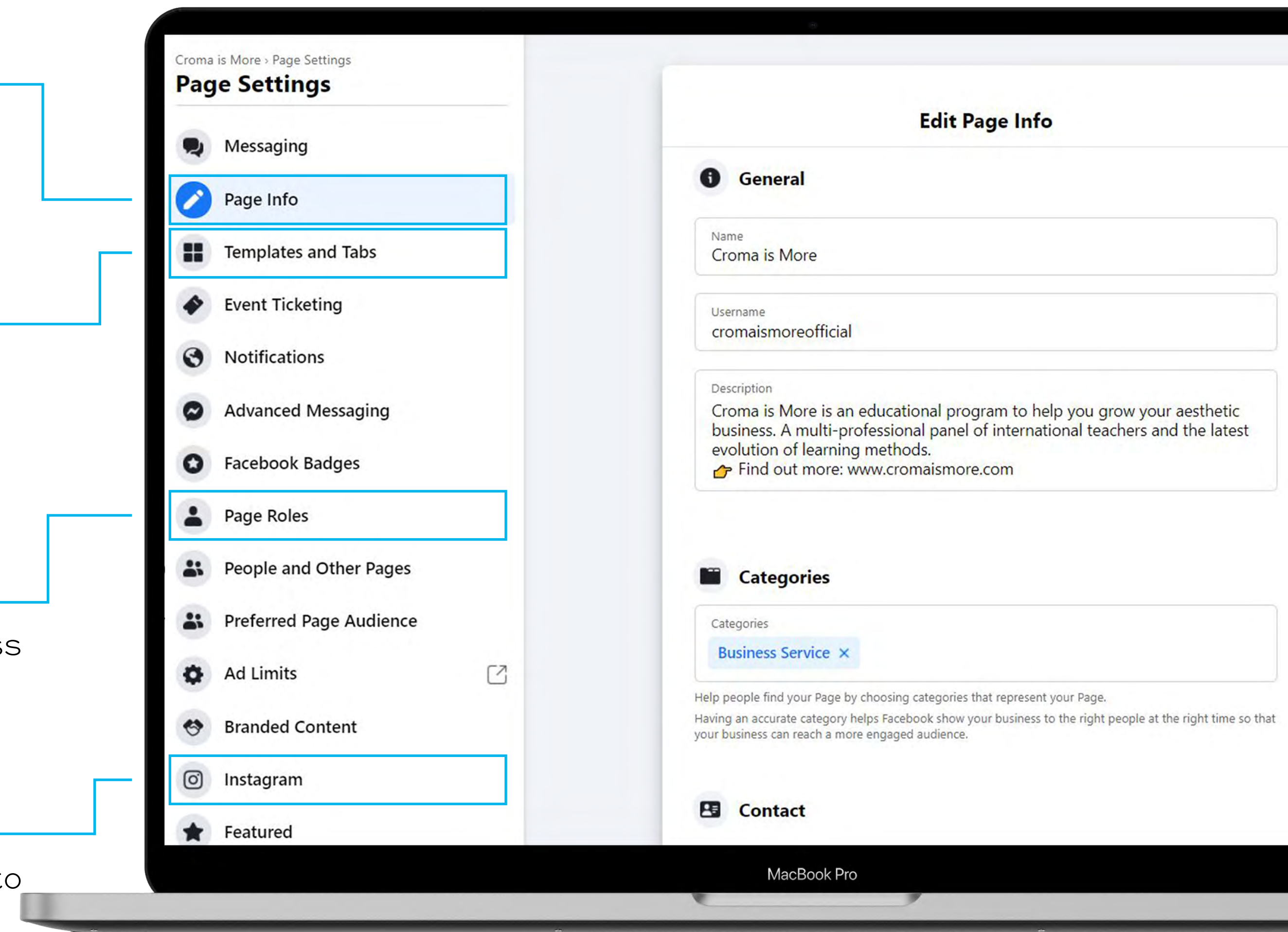
This tab lets you customize your page. Tabs are essentially different sections of your page, such as your posts, your photos, and reviews of your business, etc. You can decide which tabs you want on your page, and in which order.

## Page roles:

Here you can add your employees, so they too can have access to your business page. Keep in mind that you can also select different page roles, for example admin, editor or Analyst.

## Connect to Instagram:

If you already have an Instagram Account, you can connect to your profile here.

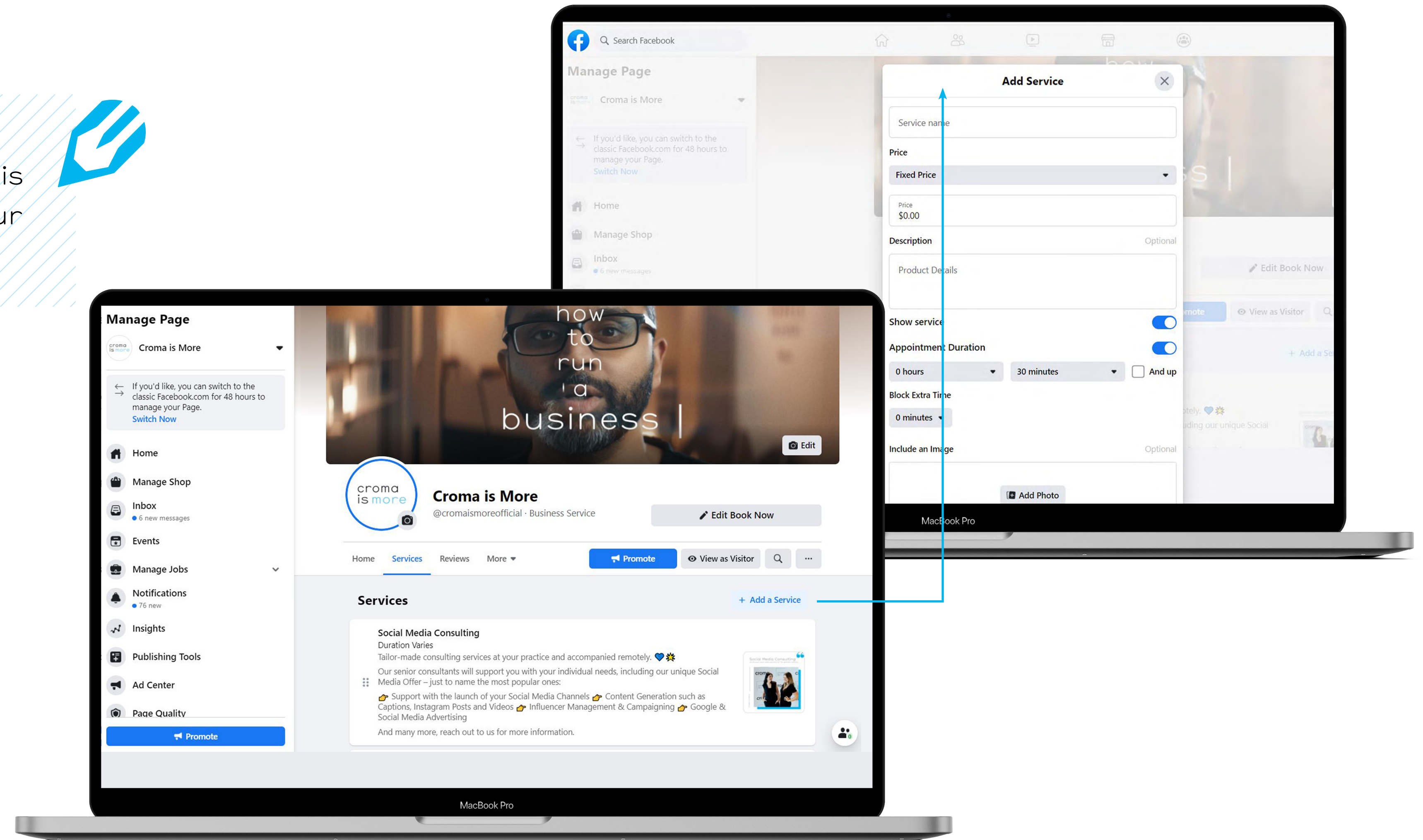




# Services

Croma is More tip:

A very useful tab is Services, this feature helps you to explain your treatments.





## Events

With Facebook events you can inform your followers about upcoming events. Which could be online or in person. You can include all the relevant information, and by boosting the event with a little money, you can reach out to even more customers.

## Page

This is your business page, where you can see your cover and profile picture, as well as your posted content.

## Inbox

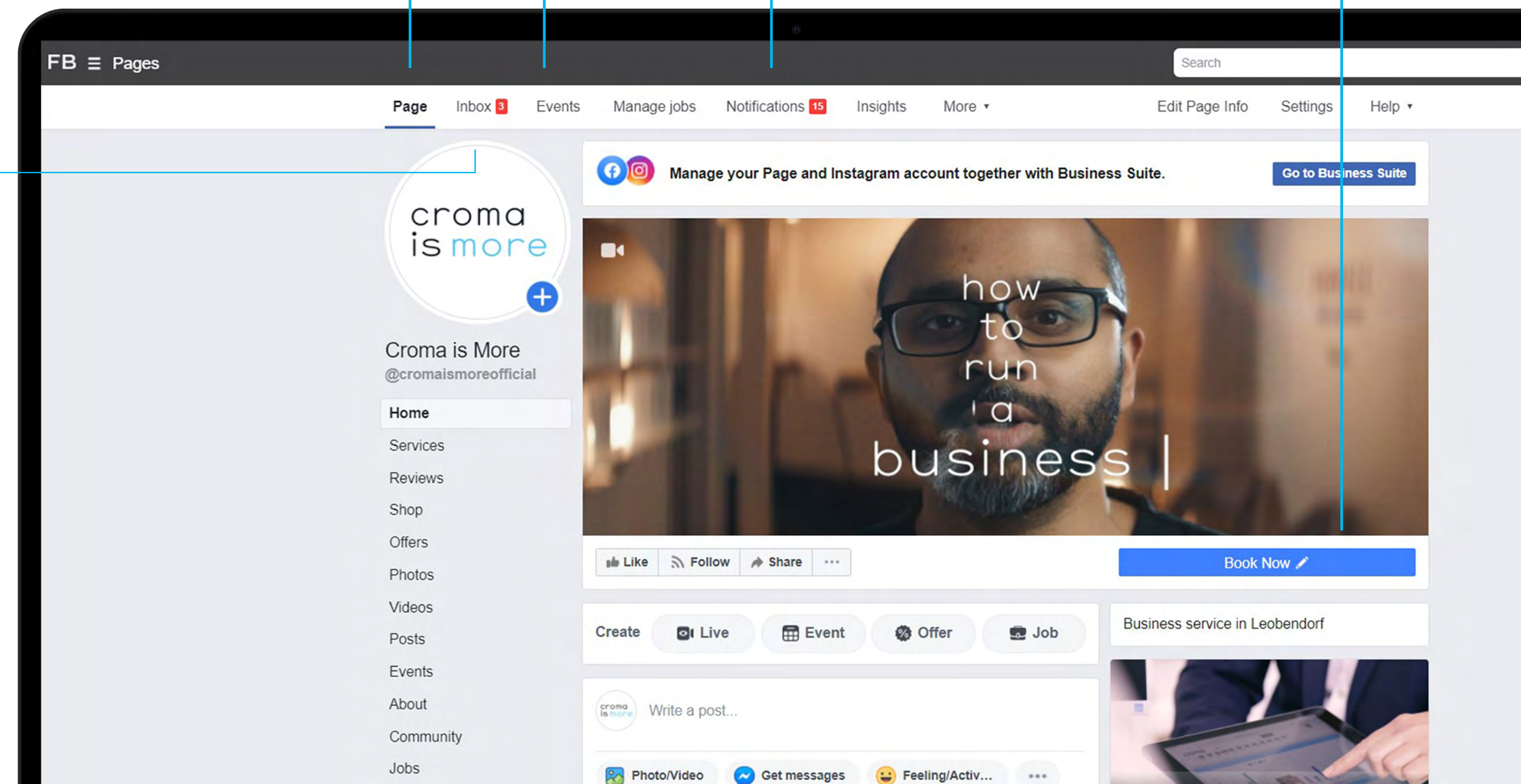
In your Inbox you will find all your messages. Try to answer them as soon as possible, this will give you a good interaction rate, which will be shown on your profile. If you've connected your Instagram account, you will have the opportunity to answer those requests right here on Facebook as well.

## Notifications

The notifications will inform you about the latest Followers, Likes, Shares and Comments.

## “Call to action” button

Every Facebook page has a prominent call-to-action (CTA) button below the cover photo. This is a great way to get your page visitors to take action, such as sending you a message, or finding out more about your business.





# Insights

Your insights are a very powerful weapon, which will give you a lot of information about your followers. Once you have shared some content to your page, you will be able to learn from its performance. Have a look at the post with the most interaction and pay attention to what time, day, and what kind of content your followers interacted with the most.

## Likes:

If you hit Likes – you can see your total Page likes.

## Reach:

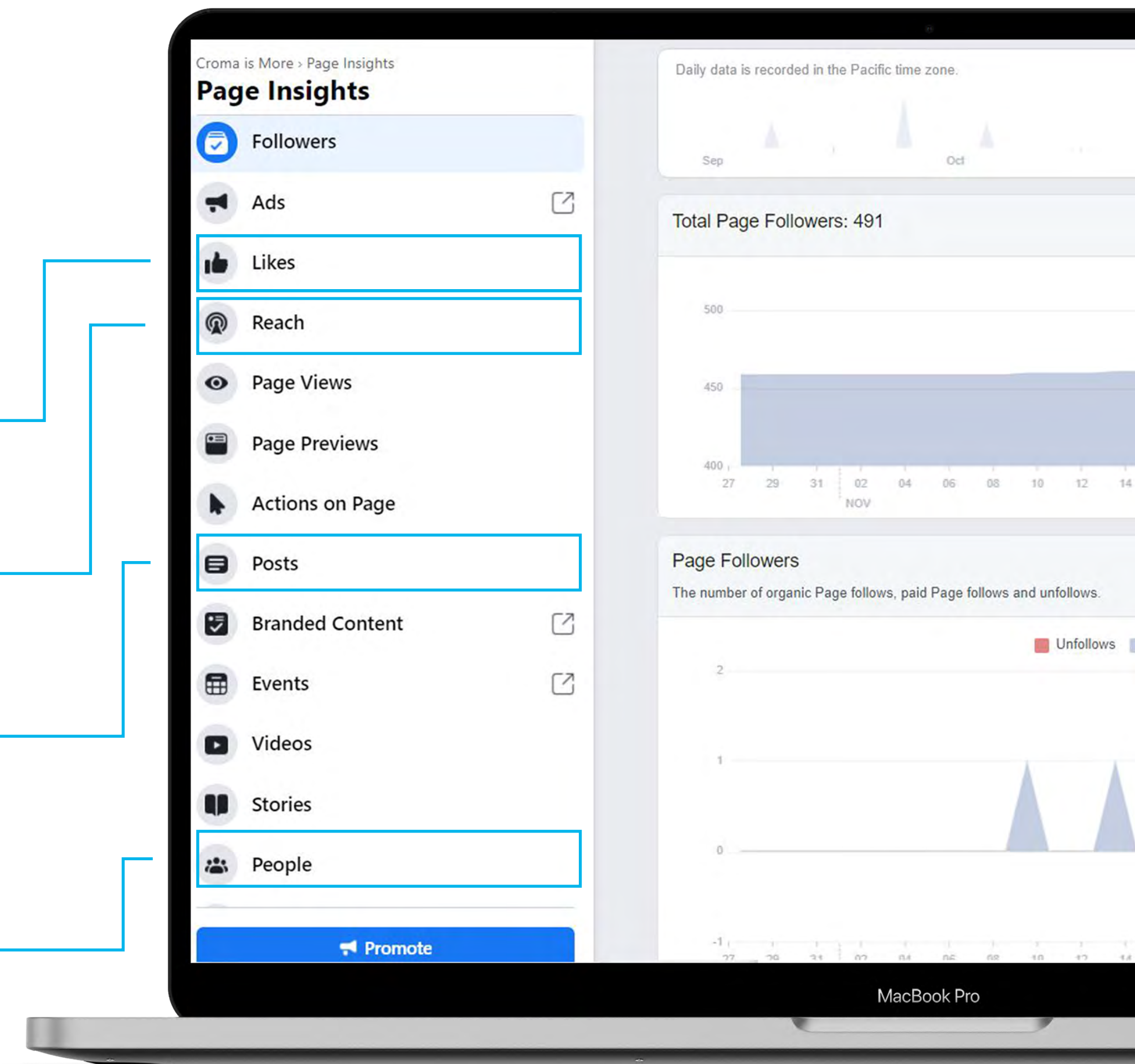
This shows you the number of people who saw any of your posts at least once.

## Posts:

This data shows when your audience is online. Watch out: Time of day is shown in the Pacific time zone.

## People:

Here you can find the demographics of your audience, and the number of people who saw any of your posts at least once, grouped by age and gender.





# Publish your first Post

Add a welcome post (in your corporate design) to your new business page before inviting your friends. A picture of you or your team will make it look more enticing once new visitors come to your page.

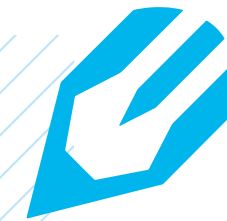
## Step by step guide:

- 1) Click on your page / create post and upload your picture
- 2) Use emojis and try to keep it short and simple
- 3) By clicking post, your content will be uploaded right away

### Croma is More tip:

Use Creator Studio ([page 37 →](#)) to plan your posts in advance. The most obvious benefit of scheduling is the amount of time you will save.

Additionally, it will be easier to maintain consistency, and you can easily follow your Social Media Strategy.





# How to gain your first 100 fans



## Invite your Facebook friends

using a feature that tells your Facebook friends about your page. On the right side of your page, Facebook suggests a list of friends that you might want to invite to like your page.



## Invite your team

of colleagues and coworkers to like and share your page.



## Promote your Facebook Page

on your website, using [this Page Plugin](#) →



## Write a newsletter

with your latest news, and link it to your Facebook page



## Create an email signature

including the link to your Facebook page



## Set up a Flyer or Banner

on a screen in your practice



# Facebook Live

Facebook launched this feature in 2015. As this format became pretty popular, especially in these times of COVID-19, I want to give you a brief overview. You can go live: on your Facebook page, in a Facebook group, or during a Facebook event.

FB Live Videos achieve great numbers through organic reach, and it's a very interactive format. Reactions, shares, comments and other interactive features, all enable you to engage with your audience.

## Ideas for a Facebook Live Video:

- 1) Host a Q & A about your treatments, practice, or yourself
- 2) Teach your viewers how to do something (How often and why they should you use sunscreen for example)
- 3) Stream an exclusive interview with a colleague
- 4) Announce a new product or treatment
- 5) Explain and display a product

## Croma is More Consulting

Get in touch with us if you are interested in setting up up a professional Facebook Live Session!

We will be happy to support you with:

- 1) Going live on Facebook with a camera and streaming software
- 2) Creating a storyboard
- 3) Scheduling a live stream
- 4) Moderating comments



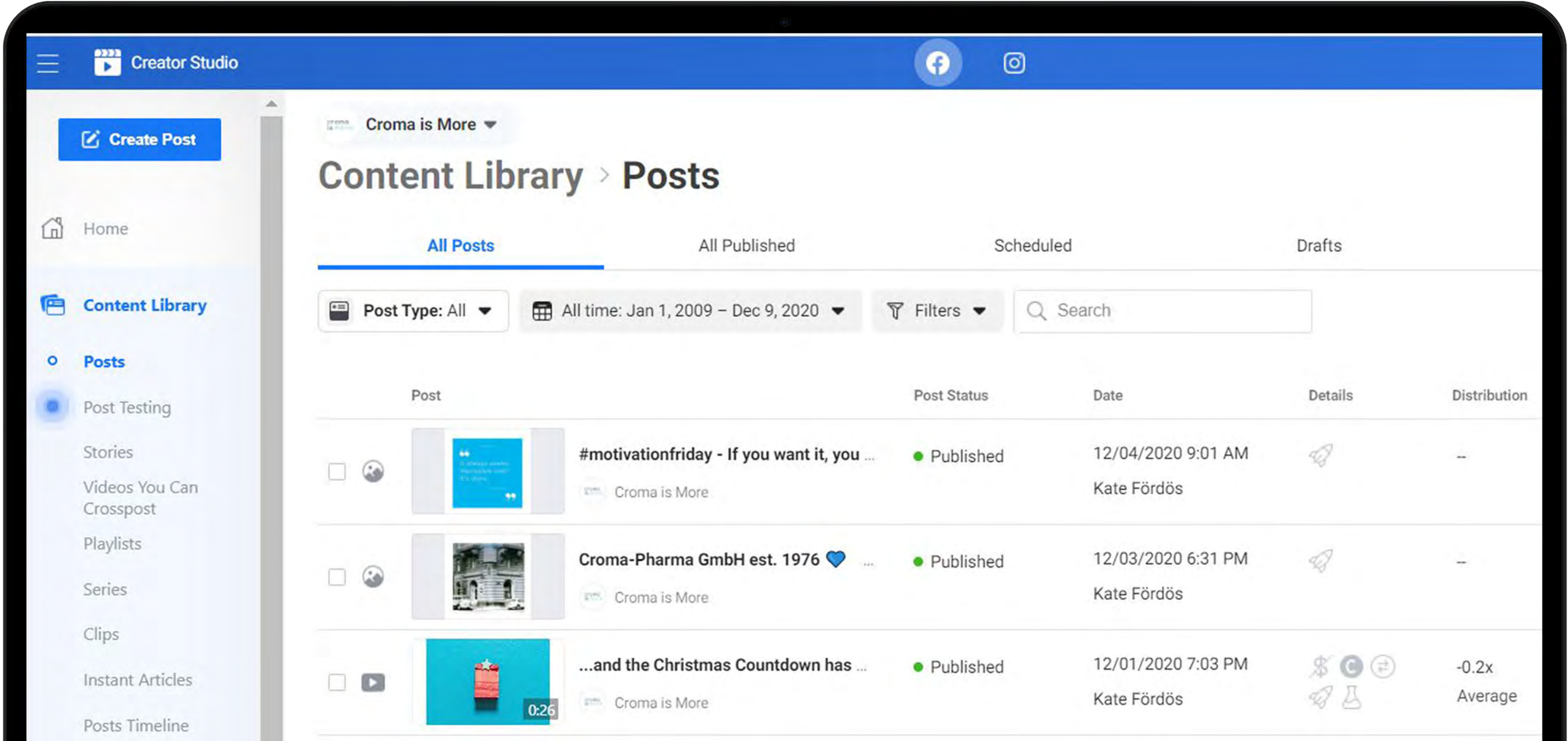
# Creator Studio

<https://business.facebook.com/creatorstudio>

Creator Studio brings together all the tools you need to effectively post, manage, monetize and measure content across all your Facebook Pages and Instagram accounts.



Croma is More tip:  
The most obvious benefit is the opportunity to schedule your posts in advance. Not only does it help to save time, but it also helps you to plan out your social media calendar.

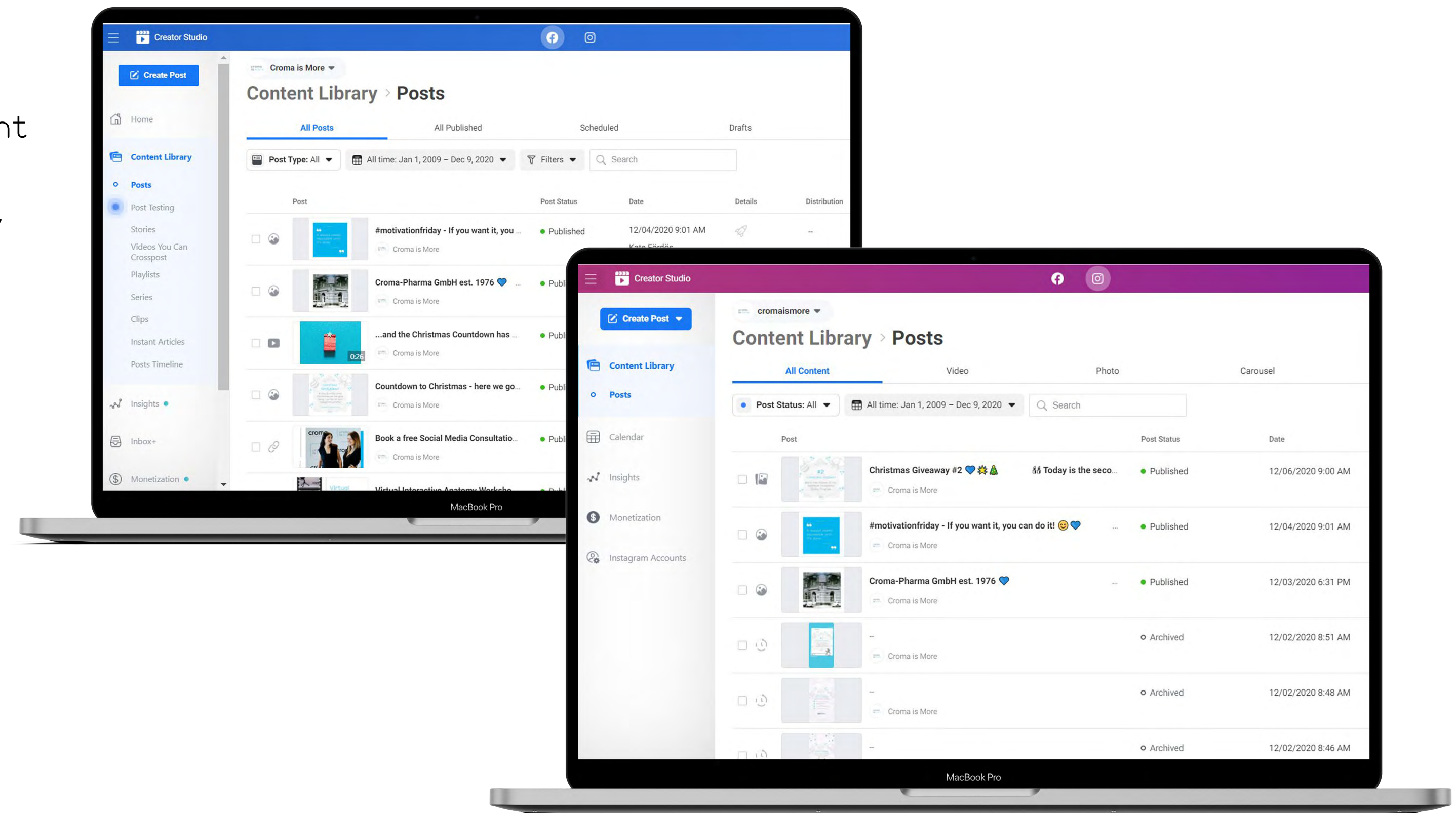




# Choose between Facebook and Instagram

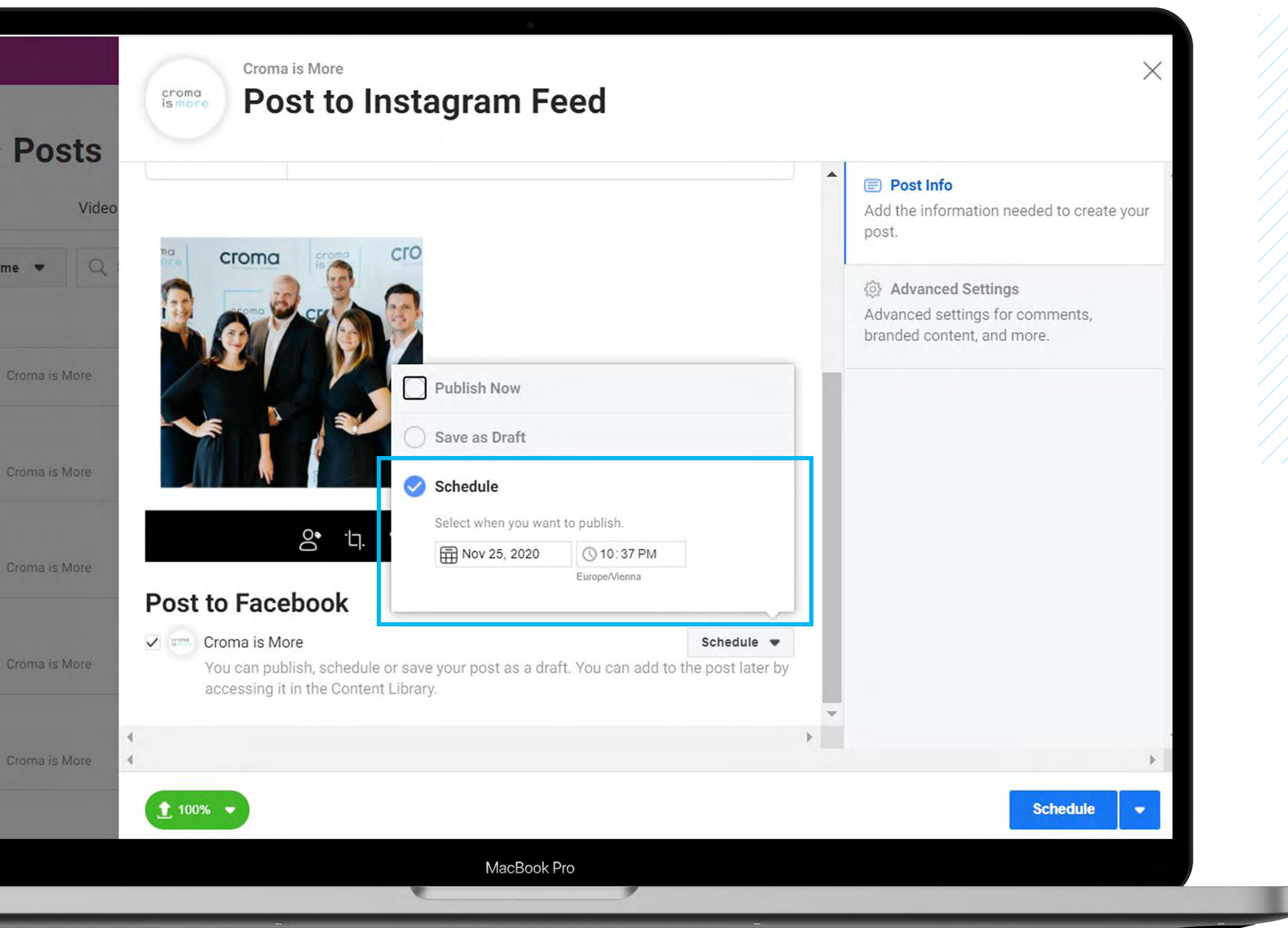
Step by step guide:

- 1) [Log In](#) with your Facebook and Instagram Account
- 2) [Choose the platform](#)
- 3) [Create](#) a post / Upload a video / Upload a Story
- 4) Type in your [captions and hashtags](#) as I showed you at the beginning of the course, tag people and add your location
- 5) [Upload](#) your desired image or video
- 6) [Edit](#) your picture if necessarily





# Schedule your Post



## Croma is More tip:

If you want to share the same content on Instagram and Facebook, we recommend creating an Instagram post. From here you will also have the unique opportunity to post directly to Facebook as well.

Benefit: You only need to create the post once and can schedule it on both platforms.

“Every minute you spend in planning saves ten minutes in execution.” – Brian Tracy



# Facebook Ads Manager

As the organic reach on Social Media declines you should think about [Social Media Ads](#) to grow your reach, and target your specific audience.

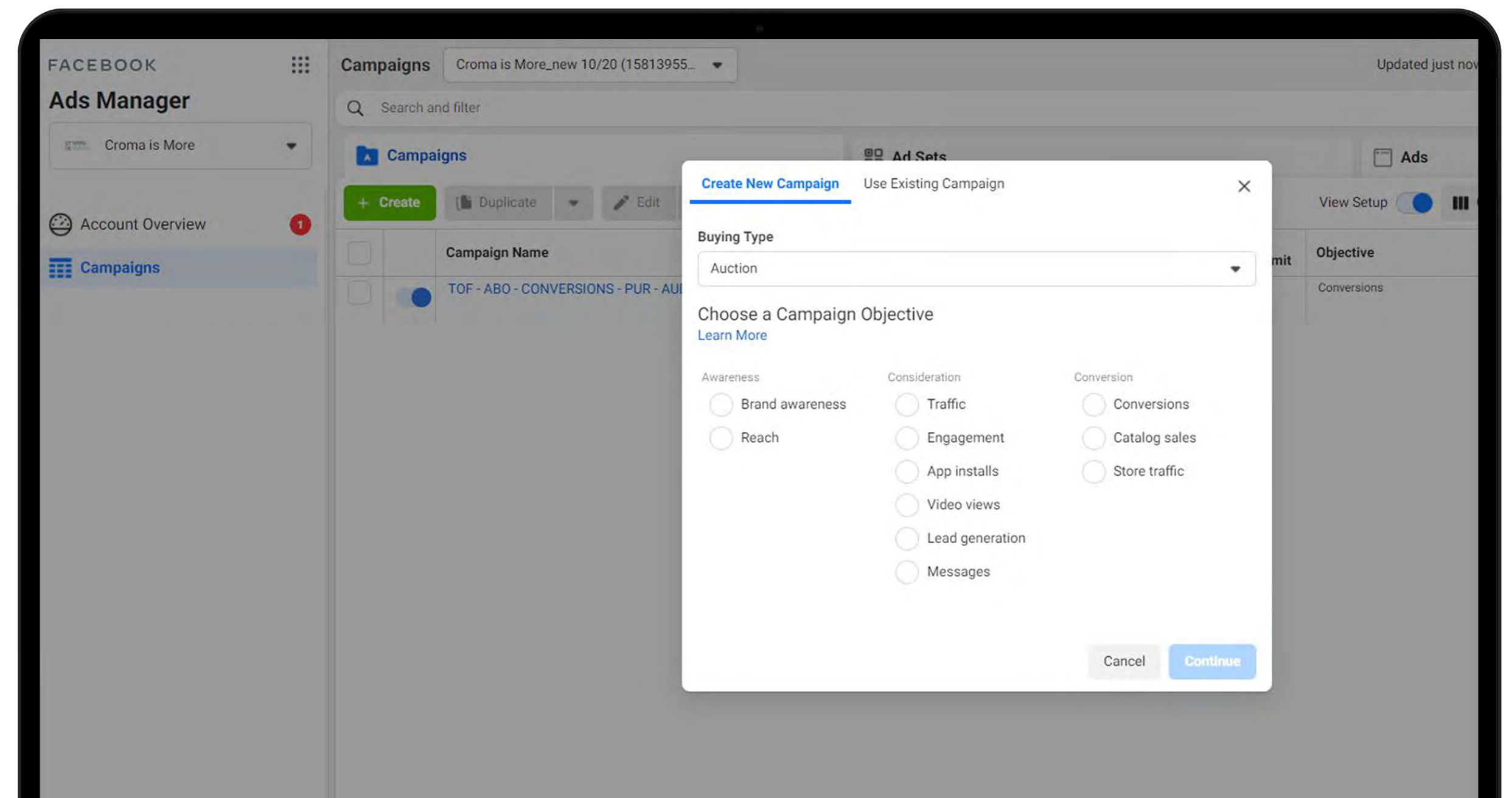
Users of Facebook enter their data like age, gender, interests, and with this information businesses can target their desired audience and show them relevant Facebook ads.

The Ads Manager is a Facebook tool that lets you create and manage your Facebook ads. You can view, make changes and see the results for all of your Facebook campaigns, ad sets and ads.

You can find the Ads Manager by going to [www.facebook.com/adsmanager/manage/](https://www.facebook.com/adsmanager/manage/).

## Coming soon:

As there are plenty of settings you should know about the Ads Manager, we will set up an own course for this topic. In case you have any questions in the meantime, reach out to us!





# 10 Benefits of Social Media Ads

- 1) Increase Brand Awareness
- 2) Promote your products and services
- 3) Facebook is one of the most cost-efficient digital marketing methods
- 4) Facebook offers targeted advertising
- 5) You will reach the right people with ads
- 6) Ads allow you to remarket to people who have already interacted with you
- 7) You can find new leads with Facebook Ads
- 8) With the right targeting, you can get cheap clicks to your website
- 9) You can add a custom Call-to-Action Button on your Social Media Ads
- 10) Improves Search Engine Rankings



# Customer Voices

Thanks to the professionalism, flexibility and patience of the Croma is More team, despite COVID19, a great social media concept was developed and implemented for my practice in a very short time. Having a sparring partner with an expertise in the aesthetic industry was very comforting. They have been a great support in terms of content creation, managing my social media channels as well as creating the entire social media strategy for my practice. Getting to know the platforms like Instagram and Facebook enabled me to understand this digital world a little better.

[Dr. med. Patrizia Carrozza Merlani](#)

It goes without saying the Social Media service provided by Croma is More helped me immensely to achieve my Social Media launch. Recommended to everyone who is looking forward to achieving a successful Social Media launch and strategy. It was a fantastic experience to have a sparring partner along this journey who understands our needs and the regulations in the aesthetic industry. Their service was first class and we are more than happy with the result. We would like to encourage others to experience this unique service. Highly recommended.

[Dr. med. Monika Hess Schmid](#)

The Croma is More team have leveraged our social media platform to achieve the desired outcomes. With an individual workshop and a creative content planning they have empowered us to develop an integrated social and digital platform. With the experienced social media consultants we have received expert advice tailored to the aesthetic industry. The social media consulting methods were always focused on the individual services and goals of my practice.

[Dr. med. Oliver Phillips](#)



# Support

Thank you for reading our ebook.  
We hope you have enjoyed the journey so far.

Should you have any further queries or require any assistance, please do not hesitate to contact me.

I am here to support you and look forward to receiving your call.

Sincerely Yours,  
**Nina Hauber**

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