IM**PR**ESSIONS

Impressions Research Report
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Hair Creatique Beauty Bar
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Executive Summary

Hair Creatique Beauty Bar (HCBB) is a full service hair salon in the Sankofa District of Syracuse that is committed to enhancing one's self-image by offering high quality treatments and services in a relaxed atmosphere. However, HCBB's conflicting themes of "natural hair" and "confidence and cocktails" may be causing confusion with the brand identity. Because of this, HCBB may not be having a difficult time gaining new clientele and spreading the word about their services. In order to gain a more thorough understanding of the issue, Im*pr*essions conducted both quantitative and qualitative primary research. The methods used were a social listening analysis, an online survey and focus groups.

Through the qualitative and quantitative research conducted, we found new insights on our two key publics, African American women in the Syracuse community and African American female students. We found that most of our publics are active on Facebook and Instagram and are primarily concerned with the services and staff when looking for a new hair salon. Through our social listening analysis, we also found that many African American women had mixed feelings about their natural hair, which shows an opportunity to promote natural hair services.

After conducting and analyzing the research, Im*pr*essions came up with tangible recommendations to improve the brand identity and generate more clientele. Firstly, Im*pr*essions recommends enhancing HCBB's social media presence on Facebook and Instagram by posting more content specifically focused on the services it offers and promoting the low prices. Since our publics found out about their current hair salons through their friends, it may be helpful to reach out to college influencers to spread the word about HCBB. Secondly, Im*pr*essions recommends polishing the website to make the services offered easily accessible. Currently, the website doesn't have a tab for people to see the types of services HCBB offers, the price, or any type of online reviews, which can generate confusion. Polishing the website may increase clientele. Finally, our last recommendation would be to create an incentive for online reviews. Since many of the people in our survey and focus group mentioned that they would look at online reviews to determine which salon they would switch to, we suggested offering a discount for those who added an online review to build up positive reviews and to increase conversations revolving around HCBB.

Problem & Opportunity Statement

The Hair Creatique Beauty Bar is a hair salon in the Sankofa District of Syracuse that offers a variety of services. Its mission is to empower confidence by offering natural hair products (Hair Creatique Beauty Bar, 2018), but Hair Creatique Beauty Bar's conflicting themes of natural hair and "confidence and cocktails" may be creating confusion among brand identity. This problem is enhanced through the difficult-to-navigate website, conflicting slogans, and lack of professionalism.

The consequence of the lack of a cohesive mission statement could result in a loss of clientele. With its unclear mission statement and conflicting messages, Hair Creatique Beauty Bar may lose clients because they might be confused on what is offered. Many women choose hair stylists that they trust and feel comfortable with, and the lack of cohesive mission may easily confuse clients and cause them to look elsewhere when choosing a hair salon. However, through primary and secondary research, Im*pr*essions will help Hair Creatique Beauty Bar develop strategies that will help the client gain a clear vision and communicate effectively with publics.

Situational Analysis

Background on the Issue

Lucreaty Love is the owner of Hair Creatique Beauty Bar, a full-service salon located in Syracuse, NY. It is hard to find what services and products are offered on the website and whether or not it promotes natural hair. On the website, the "About" page states that its concept is "confidence & cocktails," whereas Love says the slogan is "Say No To Creamy Crack," which is a very different message (Hair Creatique Beauty Bar, 2018).

The lack of a clear mission trickles down into the communication problem, as well. According to Love, the biggest challenge of the Hair Creatique Beauty Bar is trying to find ways to acquire new clients (Love, personal communication, September 20, 2018). In the past, Hair Creatique Beauty Bar has tried to gain new clients by offering promotions. However, due to the unclear mission, lack of professionalism, outdated social media content, messages, and the uncertainty of services offered, Hair Creatique Beauty Bar may not be attracting new clients.

Consequences of the Situation

A lack of a clear mission can greatly impact the success of Hair Creatique Beauty Bar, creating inconsistent branding. The misalignment between the mission and the brand was clear when Love talked about her theme of "Confidence and Cocktails" (Love, personal communication, September 20, 2018). Later, when asked what the focus of the brand is, Love said "natural hair and color" (Love, personal communication, September 20, 2018). If the owner is confused about the brand, it can affect how it is communicated and viewed by potential clients.

Lack of a clear mission can also generate external confusion. Furthermore, the website is also difficult to navigate. For example, there is no tab listing the services and products offered by the salon. To get to the services page, a client would have to click on "book an appointment," and only then can they see the summary and list of services. Clients may be confused on what is offered and choose to go to a salon that has a consistent brand and a clear mission. Clients may not want to take the time to search for products or services on a difficult-to-navigate website.

The unclear mission may also significantly affect the atmosphere of the salon. Due to Hair Creatique Beauty Bar's "Confidence and Cocktails" motto, clients may expect a more relaxed environment, rather than a professional one. However, Love has made it

clear that Hair Creatique Beauty Bar is a professional environment and the training and services offered are top-notch. This could affect how clients perceive the salon, as clients may confuse the relaxation aspect with unprofessionalism. According to Modern Salon, the three most important things to a client when choosing a hair salon are friendliness, technical skills and professionalism (Salapatek, 2012), so it is imperative that Hair Creatique Beauty Bar focuses on the technical skills by creating a clearer website and displaying professionalism.

Resolution of the Situation

Im*pr*essions will conduct research among publics to discover the brand image that Hair Creatique Beauty Bar has formulated. From there, a cohesive brand image will be selected and presented to Hair Creatique Beauty Bar, along with two recommended communication strategies. If Hair Creatique Beauty Bar chooses to accept the new branding as well as implement the recommendations, Im*pr*essions is hopeful that these changes will draw in new customers as well as maintain the current clientele.

Analyzing the Organization

Competition

According to Lucreaty Love, Hair Creatique Beauty Bar's (HCBB) primary competition is kitchen beauticians. Kitchen beauticians are hairdressers who work out of their homes. Love explained that they are direct competitors to Hair Creatique Beauty Bar because they offer similar services and quality at a lower price. Kitchen beauticians can offer lower costs because their money is going straight into their pocket, instead of towards property and salon upkeep. Additionally, salons in the surrounding area such as Diamond Hair Salon offer competition to HCBB. This salon is competitive because it is near campus, has similar prices as HCBB, and, based on the picture, it has the same key publics as HCBB (Diamond Hair Salon Boutique, 2018).

Hair Creatique Beauty Bar's secondary competition are salons that offer natural hair services and products for African American women. All in One Hair Studio may be a main competitor because of the services offered and its emphasis on natural hair products for African American women. The owner of All in One Hair Studio has been in the industry for over twenty years (All in One Hair Studio, 2018). She has an easy-to-navigate website that details which services are offered on its "Services" page, as well as a Facebook and contact page. These elements are missing from Hair Creatique Beauty Bar's website, which can give All in one Hair Studio an edge.

External Impediments
The environment of the surrounding areas where Hair Creatique Beauty Bar is located can pose as a hindrance to Love's business. Specifically, the crime rates in Syracuse, New York, can be seen as an external impediment to Love's salon because is located right in the city. According to Neighborhood Scout's website, out of a population of 143,378, there were 30 murders, 77 rapes, 331 robberies and 643 assaults per year Furthermore, there are also approximately 1,055 property burglaries and 3,571 property thefts per year (Neighborhood Scouts, 2018). Therefore, people searching for a new salon or students looking to get their hair done while they are at school may not want to go to Love's salon, but instead, go to a salon in a surrounding suburb, or close to the university.

Research Program
The information above came from informal research obtained through a personal interview with Lucreaty Love, as well as the websites and social media pages of Hair Creatuque Beauty Bar, All in One Hair Studio, Neighborhood Scout, and the Syracuse Police Department. We are looking to collect additional research on Love's competitors

by sending out surveys to Love's current clients to figure out what Hair Creatique Beauty Bar offers that draws them to continue going back there instead of other salons. These surveys will allow us collect statistical data, which will help us identify strengths and weaknesses of Love's salon versus other competitors salons.

Analyzing Publics

Customers

Hair Creatique Beauty Bar's (HCBB) primary customer base is African American women with natural hair in the Syracuse area. In addition to this audience, HCBB also does hair for white women and men. Hair Creatique Beauty Bar also targets Syracuse University students during the school year.

Producers

The primary producer of Hair Creatique Beauty Bar is the owner, Lucreaty Love. She currently works by herself in the salon. She may hire independent contractors to work in her salon but Love is the only full time employee of HCBB. Love makes money from clients coming in for hair services as well as renting her salon booths out to other hair stylists.

Enablers

Enablers for Hair Creatique Beauty Bar would include African-American women who promote wearing their hair naturally. Lucreaty Love and many other women recognize the harm that chemical straighteners have on African-American hair. In order to warn women of the dangers of such products, Love did an experiment on the effects of chemical straighteners on an empty jar. The chemicals completely corroded the can, proving that these chemicals can easily ruin one's natural hair. Love kept the jar and uses it to warn women of the dangers of chemical straighteners.

Limiters

The main competitors for Hair Creatique Beauty Bar are salons in the surrounding area, such as Diamond Hair Salon. Lucreaty Love also believes a segment of her competition is "kitchen beauticians" or women who cut and color hair at home instead of going to salons.

<u>Research Program</u>

Information was obtained through a meeting with the client. Research was also done to identify salons in the Syracuse Area.

SWOT Analysis

<u>*Strengths*</u>

- Hair Creatique Beauty Bar offers a variety of services including color, cuts, and blowouts.

- Love is not limited to working with African American hair. She can work with all types of hair textures and with both men and women.

- Love increases her clientele through student promotions, discounts and specials.

- Love has a lot of experience in the hair industry. She has worked in cosmetology for nine years and has worked at other salons such as Industry Salon and Regis.

<u>*Weaknesses*</u>

- Hair Creatique Beauty Bar's Instagram account is not active on a regular basis.

- Hair Creatique Beauty Bar's website does not have accurate information. The website says that the salon offers nail and makeup services; however, Love does not currently have any independent contractors that can provide those services.

- Hair Creatique Beauty Bar's clients do not leave written reviews that potential customers can read.

- Love currently has no independent contractors working with her. Therefore, Hair Creatique Beauty Bar's services are more limited and it cannot offer services such as braiding.

<u>*Opportunities*</u>

- There are over 3,000 new Syracuse university students on campus every fall (Syracuse University Office of Resident Life, 2018), which gives Love an opportunity to increase her clientele.

- If the research that Love is doing with Upstate Medical University results in more compelling evidence about the harmful effects of chemical relaxers, Love can use that to promote natural hair care and increase her clientele.

- Hair Creatique Beauty bar is located in close proximity to South Campus, which is home to over 2,400 students, some of which could be prospective clients.

- Hair Creatique Beauty Bar can increase clientele by online advertising.

Threats

- Many young African American women may get their hair done by "kitchen beauticians," and therefore may not visit salons.

- "Kitchen beauticians" can offer services at very low prices because they do not have to maintain a business and pay rent.

- Other salons in the area offer chemical relaxing services, which Hair Creatique Beauty Bar does not offer.

- Syracuse students typically relocate after graduation, and therefore cannot continue visiting Hair Creatique Beauty Bar.

KEY PUBLICS

Female Syracuse University Undergraduate Students

Figure 1. (Rawpixel, 2018).

Betsy Miller is an African-American, Syracuse University sophomore[MC11] from Philadelphia, PA, living in an apartment on South Campus. Betsy is at Syracuse on the chancellor's scholarship and has financial aid. Her parents are paying for most of her tuition, but she will graduate with about $29,000 in student debt (College Factual, year?). [MC12] She has a car on campus, which she uses to get groceries and occasionally have breakfast at Modern Malt in Armory Square. Betsy is 19 years old and studying public health. She is very busy and heavily involved on campus. Betsy has a job on campus working for food services, where she makes a little over ten dollars an hour (Food Services, 2018). During the week, she has classes every day but Friday. In her spare time, Betsy enjoys scrolling through her social media. She uses Instagram, Snapchat, Facebook, Twitter, and recently got a LinkedIn account (Smith & Anderson, 2018). Since Betsy is usually very busy, she responds best to short messages because she likes getting her information quickly (Patel, 2018). For her hair, Betsy wants a chic and trendy new so she can confidently go out with friends on the weekend. She wants to go back to her natural hair and stop using chemical products to straighten it. She goes to a hair salon at home and now that she's back at school, she does not know

where she can get her hair done. This public is a great key public for Hair Creatique Beauty Bar because she is away from home for the first time and unfamiliar with the area. Therefore, she is unsure where to go to get her haircut and open to a new hair salon. On top of this, this public is interested in going back to her natural hair and using natural products, but is unsure of where to start. Since it has a mission to emphasize natural hair, this is a great public for Hair Creatique Beauty Bar to reach.

African American Women Ages 25-45 Residing in Syracuse, NY

Figure 2. (Rawpixel, 2018).

Tiffany Watson is a 33-year-old African American woman living in a 1000 square foot house in downtown Syracuse. She lives with her husband and five-year-old daughter. Tiffany works as a secretary for a doctor's office Monday through Friday. She has a certificate in medical office administration, which took her two years to complete (Healthcare Pathway, 2018). Her husband is a restaurant manager. Tiffany has typically had her hair done by friends at their homes. However, she recently got a raise and wants to treat herself by getting her hair done at a salon, and maybe try a new style. She stopped getting her hair chemically relaxed about five years ago and now wears a weave. Tiffany loves to spend time with her daughter and husband in her free time. She often meets up with her friends for lunch or dinner on Saturdays, but always reserves her Sundays for family time. She is on the lookout for a hair salon that is close by, with a good reputation and where she can consult with a professional about a new style Hair Creatique Beauty Bar is a great option for Tiffany, because she will be able to consult with a stylist in order to select a new hairstyle. She will also receive the professional salon experience she is looking for.

Research Objectives

1. Analyze conversations surrounding Hair Creatique Beauty Bar online.
2. Gain insight on how clients currently perceive Hair Creatique Beauty Bar.
3. Understand the media habits of female Syracuse University students, as well as African- American women living in the Syracuse area.

Research Methodology

Methodology

In order to gain a more holistic view of issues surrounding Hair Creatique Beauty Bar (HCBB), Im*pr*essions decided to employ a triangulated research approach. This involved both qualitative and quantitative primary research methodologies to analyze different aspects concerning the salon and its current communications strategy, as well as attitudes of potential clients. Our primary quantitative research included a social listening analysis and online surveys. Our primary qualitative research was conducted through focus groups. Im*pr*essions conducted research using these methodologies in hopes of providing some suggestions for how to implement an effective communications plan and improve the salon as a whole.

Research Method 1: Social Listening Analysis

Sampling Frame: Im*pr*essions used Meltwater, a media intelligence website that measures media mentions, to search for conversations concerning Hair Creatique Beauty Bar. We analyzed posts from January 1st, 2018 to October 28th, 2018.

Rationale: Impressions used Meltwater to conduct the Social Listening Analysis in order to examine a large sample of posts and to monitor publics online sentiments toward Hair Creatique Beauty Bar. This method provides an honest look into clients' opinions, as it is an opinion they share on their own accord, unlike in a survey or focus group, where people may give into social desirability bias, meaning answering a certain way to align with other people's opinions.

Execution:
- Recruiting Method: None

- Location: Online (Meltwater)

- Length: One hour per group member (4 hours total)

- Incentive: None

- Number of Social Media Posts: 30

Data Analysis Method: Content Analysis

Research Method 2: Online Survey

Sampling Frame: We sent our survey to female Syracuse University students ages 18-24 as well as African-American women in the Syracuse area.

Rationale: Our goal for this survey is to understand the media habits of Syracuse students and Syracuse residents, as well as analyze attitudes toward salons among this same public. An online survey was used in order to gauge this audience's salon habits, as well as salon preferences. This sampling frame was used so because it is one of the key publics, and is applicable to Hair Creatique Beauty Bar's current customer base and potential new clients.

Execution:
- Recruiting Method: Survey link was shared among sororities and other on-campus groups as well as posted in Facebook groups containing African American women in the city of Syracuse ages 18-24.
- Location: Online
- Length: 14-question survey
- Incentive: No incentive
- Number of Participants: 100 respondents

Data Analysis Method: Qualtrics Data Analysis

Research Method 3: Focus Groups

Sampling Frame: African-American students ages 18-24 at Syracuse University.

Rationale: Im*p*ressions decided to conduct focus groups in order to better understand the hair salon preferences of African-American students.

Execution:

- Recruiting Method: Flyers posted around campus
- Location: Syracuse University, Syracuse, New York
- Length: 30 minutes per focus group
- Incentive: Pizza
- Number of Participants: 8 people (4 in each focus group)

Data Analysis Method: Manually coded the data received.

Research Results and Analysis

Social Listening Results & Analysis

Summary 1: African American women often associate natural hair with high maintenance.

A significant trend was the tendency of African American women to associate natural hair with work and difficulty. After reviewing individual sentiment toward natural hair, which is determined by analyzing the key words and tone of social posts, there were definitely mixed feelings and responses towards creamy crack. Of those who talked about having natural hair, 50% said it was too much work and they wanted to return to relaxers.

This word cloud below displays keywords found when conducting our social listening analysis on natural hair and creamy crack. Based on frequency, the word cloud displays some words larger than others, which specifies the importance of these terms in regard to our findings.


Summary 2: The majority of conversations about hair salons occur on Facebook and Twitter.

Through our social listening analysis, we searched for conversations surrounding hair salons across all online platforms. From the results found, the overwhelming majority of

conversations took place on Twitter (55%) and Facebook (42%). Additionally, all conversations concerning natural hair or creamy crack were found on Twitter.

From these results Impressions would recommend HCBB use Twitter to reach out to potential clients to discuss the benefits of natural and the dangers of creamy crack, and use Facebook for general promotion and company updates.

Conversations Surrounding Hair Salons on Social Media
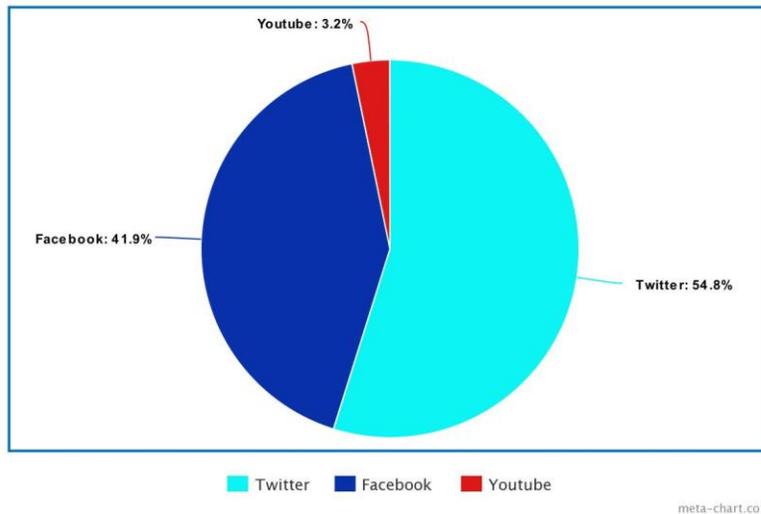
Online Survey Results & Analysis

Summary 1:

In order to gain insight into where to find our key publics online, we asked respondents to rank the social media platforms they used most, with 1 being the most used and 4 being the least used. When a filter was applied to eliminate all responses from college students, among the four response options,(86 out of 100 people) 86% of respondents ranked Facebook as their most used platform. Instagram was ranked 2nd 71% of the time, while Twitter and other social media services were the least used. Based on these results Impressions recommends that HCBB focus their communication efforts across Facebook and Instagram in order to more effectively reach their key publics. Targeted advertising tools that the platforms offer would also be helpful in reaching this demographic.

Most used social platforms by non-college participants
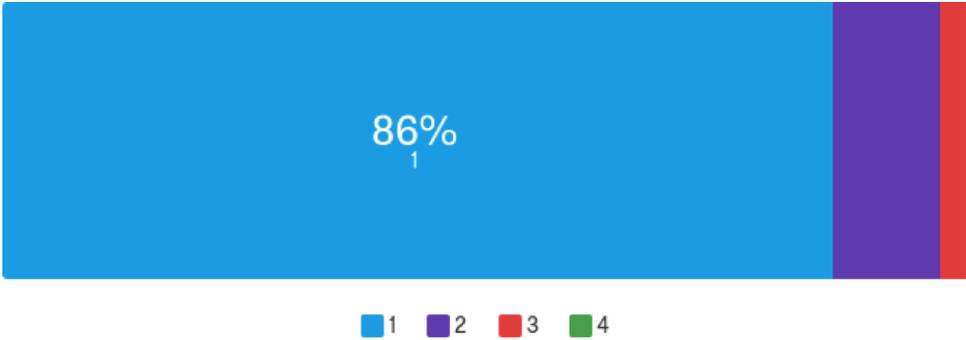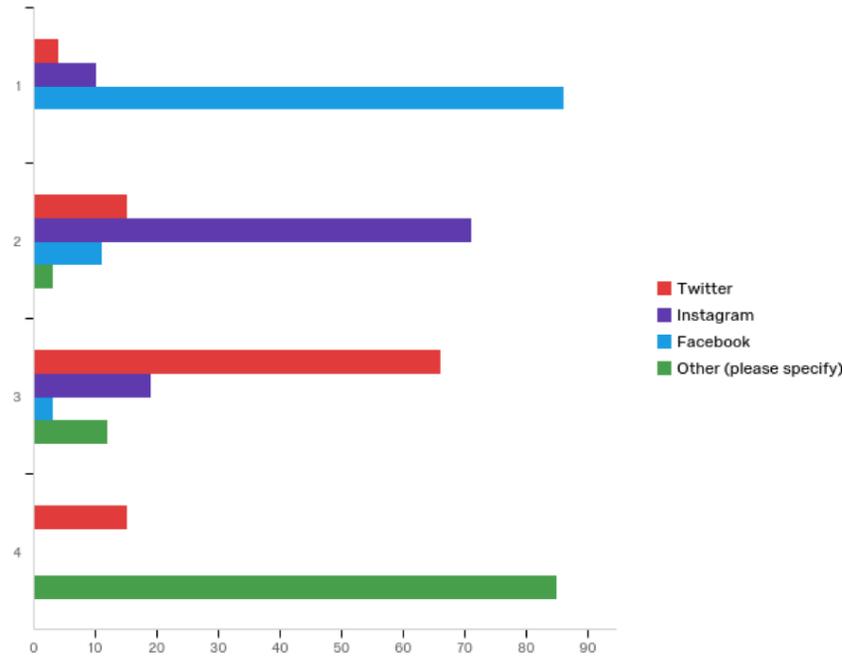
Summary 2:

In order to gain insight on what factors are important to respondents when looking for a new hair salon, Impressions conducted a survey. The survey asked respondents to rank the aspects of a salon in order of importance, with 1 being the most important and 4 being the least important. From the survey, we saw that the services offered were the most important to respondents, with 50% of respondents ranking it first. Then, there was a tie between staff and price for the second most important aspect. The atmosphere and location were ranked the two least important factors.

Because the services, staff and price were found as the most important factors, it tells Im*pr*essions that people strongly consider these factors when choosing a new hair salon. Since the atmosphere was the least important, it tells us that clients are less likely to care about being in a relaxed environment of a hair salon. These results show that it's important to promote services, staff members and price as well as making these three aspects easy to find.

Respondent's Most Important Aspects When Choosing a Hair Salon
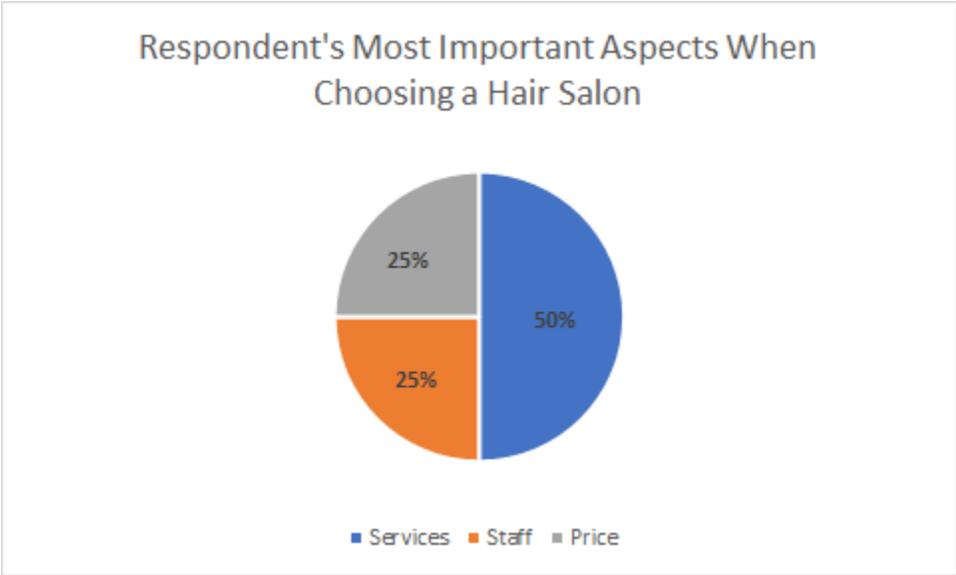
Focus Group Results & Analysis

Theme 1: Students tend to read online reviews and conduct other online research in order to select a new hair salon.

When asked how students would begin to find a new salon, most students said they would look at online reviews and other online information. They noted that they would be more likely to trust a salon if they read positive reviews online. All participants agreed that the reviews would have a great influence on whether or not they would choose to visit a salon. One student said she would specifically research a salon on Yelp to find reviews. Another said she would appreciate seeing images of the salon's work in the reviews.

Theme 2: The majority of students get their hair done in their hometowns.

When asked where the students currently get their hair done, every student said they go to hair salons back home, and not in Syracuse. Most of the group had been going to the same hair salon for many years. Some of the students emphasized that they go to the same salon as their mother or sister. The students noted that because they have been visiting the same salon/hairdresser for an extended period of time, they know how they like their hair to be styled and cut.

Interesting Observations:

Overall, the respondents of the first focus group were responsive and bounced ideas off of eachother. They were all willing to answer and add their insight. Many agreed with what someone else would say, and then mention it and add more detail. For example, when talking about the atmosphere of a salon, one of the participants mentioned that it was important to them that it was clean. Another girl added on to what she was saying, describing the importance of cleanliness and the fact that it smells good and the people that work there are friendly. When asked about Hair Creatique Beauty Bar, many looked confused and crossed their arms while shaking their heads. They all leaned forward to look at the website, demonstrating that they were all involved and invested in giving their input.

At first, the participants of the second focus group were a little hesitant to participate, but as they started talking, they were more responsive to questions. When we pulled up the website, many looked interested in Hair Creatique Beauty Bar and asked questions about the salon. A few exclaimed that they thought Lucreaty Love looked "cool" in her first picture, and a few nodded and shrugged in agreement. The participants weren't very enthusiastic about their salons, with one of them mentioning she would be willing to change salons if there were more services offered at a different salon. Many were unsure about advice to help hair salons draw more people in the Syracuse area. They hesitated before answering and didn't seem very confident in their answer.

Recommendations

After analyzing the results and research objectives, Impressions came up with two suggestions in order to improve the communication strategy of Hair Creatique Beauty Bar.

Recommendation 1

Social Media Presence

First, we suggest planning and posting social media content, specifically on Facebook and Instagram. Since Facebook and Instagram are widely used by the target publics, it is important to reach the audience through these platforms. It is recommended that Hair Creatique Beauty Bar posts about services she offers. Since price is an important factor to the target publics, it is also recommended that HCBB posts promotional items on Facebook and Instagram. Finally, the social media strategy should include some kind of outreach to influencers on Syracuse's campus. Based on our survey and focus group, many heard about their current hair salon through word of mouth or recommendations from friends. A great way to start the word of mouth on campus is to reach out to influencers with a lot of followers and ask if they can post something about Hair Creatique Beauty Bar on their Instagram and Facebook. This would be a great way to target college students since the majority of them are on social media and trust their friends to give them recommendations on where to get their hair done.

Recommendation 2

Online Reviews

In order for Hair Creatique Beauty Bar to be a more attractive option for students (a key public), we suggest that the company build its online presence. Encouraging current customers to write reviews online would help to provide valuable information to prospective clients in this key public. Prospective clients would be able to learn more about how Love's current clients feel towards her and her salon. Love could offer a form of incentive to her clients in order to persuade them to write reviews, such as a discount on their next visit to the salon or a special shout out on HCBB's Facebook page.

Recommendation 3

Refine the Website

Another communication tactic that would be beneficial for Hair Creatique Beauty Bar is to improve its website. During our focus group, most of the participants mentioned that they found the website slightly strange that it opened up to a picture of Lucreaty Love's torso. Some of the participants said it threw them off and they got the wrong idea of the salon. Putting visual content on the website with a consistent theme of professionally taken, quality photographs may improve the effectiveness of the website. On top of this, we also learned through our survey that people found services and pricing very important when choosing the hair salon. Since this information is difficult to find on the website, we suggested adding a tab at the top that has the services and pricing so potential clientele can clearly find the information they need.
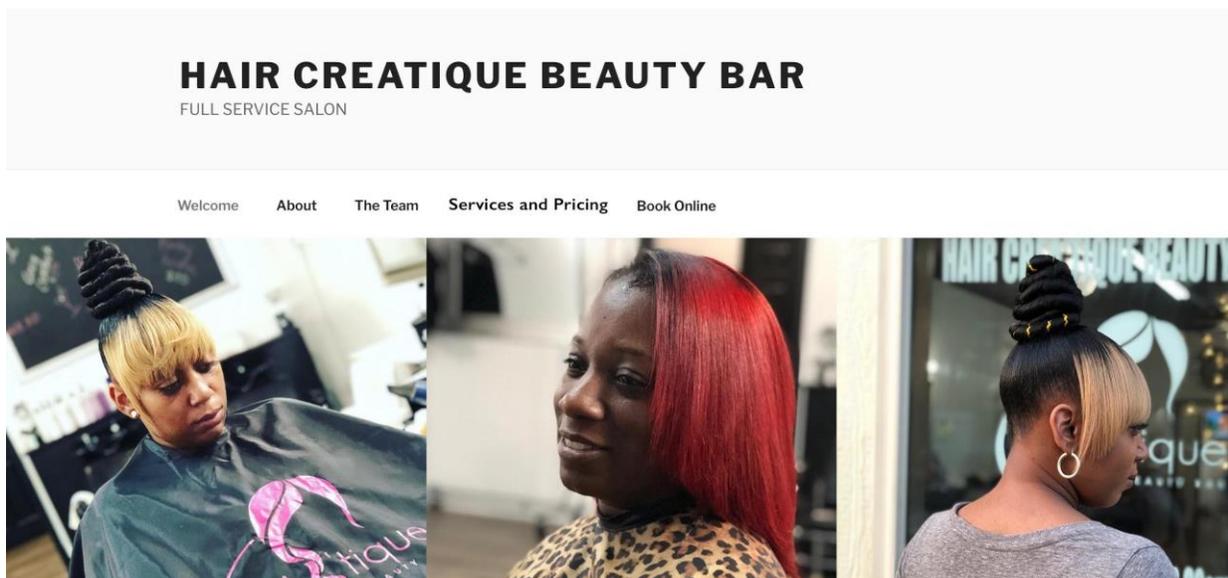
Appendices

Appendix A: Social Listening Coding Sheet

Coding Sheet for Social Listening Content Analysis

Variable	Instruction	Code
Coder	Coder's Name 1 = Sarah 2 = Hannah 3 = Caroline 4 = James	

Key Words	Specific Key Words Used:	
	1 = All (Syracuse, hair). At least one (natural hair, hair salon, professional cut, hair cut, hair relaxer, hair). **2 = All (hair salon, Central New York) At least one: (hair cut, hair colored, salon, highlights, blowout, hair relaxer, braids, wigs).** **3 = All (hair salon). At least one (professional, atmosphere, location, cheap, services).** **4 = All (hair salon). At least one (braiding, hair relaxer, hair relaxing, natural hair, creamy crack, wigs, weaves, blowouts).** **5 = All (natural hair). At least one (CNY, Syracuse, Central New York, Rochester, Utica, Westcott, Nedrow, Jamesville, Fayetteville, Auburn, Cortland, Rome, Ithaca).** **6 = All (Hair Creatique Beauty Bar).** **7 = Other (hair salon, college, student, hair, professional, weaves, blowouts, wigs, creamy crack)**	

Type of Search	1 = Social 2 = News	
Media Platform	The platform on which you found the information: 1 = Facebook 2 = Twitter 3 = Instagram 4 = YouTube 5 = News source (include name of source) 6 = Other (include name of source)	
Date	Date the post was published Write the month, day, and year 0 = Missing data N/A = Not Applicable (write in the reason for N/A)	

Age	Age of person who posted the information **0 = Missing data** **N/A = Not Applicable (write in the reason for N/A)** **1= under 18** **2 = 18-24** **3= 25-40** **4 = 41 – 60** **5 = 61+**	

| Race/Ethnicity | Race/Ethnicity of the Person who posted the information

0 = Missing Data
N/A = Not Applicable (write in the reason for N/A)
1 = American Indian or Alaska Native: A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.
2 = Black or African American: A person having origins in any of the black racial groups of Africa.
3 = Native Hawaiian or Other Pacific Islander: A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands
4 = Hispanic or Latino: A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race. The term, "Spanish origin", can be used in addition to "Hispanic or Latino".

5 = White: A person having origins in any of the original peoples of Europe.
6 = Asian: A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.

7 = Other (write in the race or ethnicity) | |

Gender	Gender of Person who posted information: 0 = Missing Data N/A = Not Applicable (write in the reason for N/A) 1 = Male 2 = Female 3 = Other (write in the gender)	
Sentiment	A social media post's sentiment (or tone) is constructed by using words, quotes, and/or images, which results in positive, neutral, or negative coverage for the information searched 0 = Missing Data N/A = Not Applicable (write in the reason for N/A) 1 = Positive 2 = Neutral 3 = Negative	

Sentiment Keywords	**What keywords, phrases or images are associated with the post that created the sentiment (tone) coded above?** **Write in a maximum of 5 keywords** **0 = Missing Data** **N/A = Not Applicable (write in the reason for N/A)**	
Reach	· **Facebook: Number of likes the Facebook Page has or number of members a Facebook Group has** · **Twitter: Number of followers the author of the post has** · **YouTube: Number of Subscribers the channel has** · **Instagram: Number of followers the author of the post has** **News source: Reach estimates the potential viewership of any particular article based on the number of visitors to the specific source** **Source: Meltwater**	
Username	**User name of analyzed post**	
Date Range for Search	· **1 = 7 days** · **2 = 2 weeks** · **3 = Last 90 days** · **4 = Custom range (include specific dates)**	

Appendix B: Qualtrics Survey - screenshot of survey
[MC20]

Appendix C: Focus Group Questionnaire

Welcome (2 minutes)	Welcome. Thank you for agreeing to participate in this focus group. My name is Caroline, and I will be the moderator for today's group discussion. I would like to talk to you today about your attitudes and opinions about hair services and preferences. The purpose of this focus group is to help a hair salon improve its communication with professional women. I am going to ask you a few questions; I ask that only one person speaks at a time. There are no right or wrong answers, but please do respect each other's answers or opinions. I will be tape recording the discussion today because I don't want to miss any part of your comments. I will treat your answers as confidential. We are only going to use first names and last initials during the discussion but will not use names in the study. We also ask that each of you respect the privacy of everyone in the room and not share or repeat what is said here in any way that could identify anyone in this room. Finally, this discussion is going to take about 25 minutes. If at any time you want to stop, please let me know. Does anyone have any questions before we start?

Ice Breaker (2 minutes) [START TAPE RECORDER NOW]	I would like to go around the room and have each person say the name and location of where they get their hair done. Thank you. I ask that you say your first name & last initial before giving an answer.
Opening Question: (3 minutes)	How do you feel about your current hair salon or salons and why?
Group Discussion – Topic 1 (5 minutes)	Let's talk about hair salons in general. 　1.　How did you hear about your current hair salon? 　2.　If you were looking for a new hair salon, where would you start researching? 　3.　How does the atmosphereof a salon influence your decision to go there? 　4.　What other aspects do you look for a salon?
Group Discussion – Topic 2 (5 minutes)	Now, let's talk about hair services. 　1.　When I say "natural hair", what is the first thing that comes to mind? 　　　1.　Probe: why does this word/phrase come to mind? 　1.　If you get any chemical services done, what are they? 　　　1.　Would you ever consider switching to natural products and why? 　2.　What hair salon services do you consider important to you? 4.　What would make you switch hair salons? 5.　Does your relationship with your hairdresser affect your willingness to switch salons?
	Now, we are going to talk about a specific hair salon. Have you ever heard of Hair Creatique Beauty Bar? If so, how did you hear about it?

	We are going to take a look at its website now. (Pull up website) What is your first impression of this website?
Final Thoughts (5 minutes)	In closing, I would like to pose one last question. What advice would you give me to help hair salons draw more people in the Syracuse area?
Review and Wrap-up (2 minutes) [Provide summary of discussion]	Did I correctly summarize your comments in today's discussion? Thank you for coming today and sharing your opinions with me. I hope you enjoyed the discussion.

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