

**Interviewing a Social Media Industry Professional: Hailey Blue**

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### **Questions for Hailey:**

What does a typical day or week look like for you when managing content for your clients?

How do you tailor content differently for various businesses within the beauty industry?

What trends are you currently seeing in beauty-related content on social media, and how do you keep up with them?

What are some of the biggest challenges you face working in social media marketing, especially as a freelancer or self-employed professional?

Which tools or platforms do you use most often for content creation and scheduling, and what do you like about them?

Are there any tools you think are underrated or underused by small businesses in the beauty industry?

What advice would you give to students who are interested in breaking into social media marketing—especially those thinking about freelancing or working for themselves?

Looking back, is there anything you wish you had done differently when starting your career in social media?

### **Background of Interviewee:**

Hailey Blue is a Marketing and Social Media Manager at Spray Daze Tan, a beauty business based in San Diego, California. With over two and a half years of experience in her role, Hailey manages everything from content creation to SEO and social media strategy. In addition to her position at Spray Daze Tan, she works independently with multiple small businesses in the beauty industry, including salons and aesthetics practices. She primarily supports these clients by creating custom, engaging content and helping them reach their branding and marketing goals.

## **Key Takeaways**

Hailey gave some insight into her day-to-day life as a content creator and freelancer. A typical week involves a combination of planning, filming, editing, and posting. She prefers to batch content and builds out a monthly calendar for each client, which helps keep her organized. Mondays are used for planning and scheduling, while the rest of the week is dedicated to filming and editing, depending on each client's needs. When it comes to tailoring content for different businesses in the beauty industry, Hailey emphasized the importance of understanding each brand's unique identity. For example, spray tan salons often focus on transformation visuals, while aesthetics clients may require more educational and informative content. She always considers the brand's tone and target audience to create content that resonates.

Hailey also discussed current trends in beauty-related content. Short-form videos like TikToks and Instagram Reels continue to dominate, with viewers preferring quick, authentic moments over highly curated posts. "Day in the life" clips, ASMR-style content, and behind-the-scenes videos are especially popular right now for the beauty industry. To stay on top of trends, Hailey follows creators and industry newsletters and regularly scrolls through TikTok and Instagram to observe emerging styles.

Some of the biggest challenges Hailey faces are managing multiple clients with different timelines and needs, as well as setting professional boundaries as a freelancer. She explained that some clients expect around-the-clock availability, so she's had to learn how to communicate her working hours and protect her time. When I asked what advice she would give to students, Hailey encouraged getting hands-on experience early, even if it's unpaid at first, to build a strong portfolio. She suggested looking into UGC and getting more comfortable with creating it early on. She also explained that when starting out, she wished she had set clearer boundaries

with clients and focused more on measuring results (impressions, ROI, etc.) instead of just making content visually appealing.

### **Personal Reflection**

Even though I'm planning to work in a completely different industry, gaming, this interview was still really insightful. Hailey shared a lot of useful advice about working in social media that I think applies across the board, no matter what field you're in. One thing that really stuck with me was how she tailors content based on each client's brand and audience. It made me think about how important it is to really understand your target demographic, whether you're promoting a beauty service or a new video game. The same ideas of adjusting tone, visuals, and messaging to match the brand can be just as important in the gaming world.

I also found her thoughts on trends, like short-form videos and showing more authentic BTS content, super relevant. In gaming, I think that could look like clips of game development, Twitch livestreams, or even casual videos from creators and fans. It reminded me how powerful that kind of content can be in building a community and keeping people engaged. Hearing her talk about the challenges of freelancing—like setting boundaries and staying organized—was pretty eye-opening. Even if I don't freelance, those skills are still so valuable. I also think I currently struggle to set personal boundaries when it comes to streaming and making content for my own channel. Overall, the interview gave me a better understanding of what it's like to start a career in social media marketing, and I'll definitely be taking some of that with me as I move toward a career in social media/marketing in the gaming industry.