

## Stylist Article — August 2013

It's been a year since the State Board of Barbering and Cosmetology made the leap into social media with the creation of a Facebook page and the opening of a Twitter account.

Since then, licensees and consumers have been able to keep abreast of the Board and the resources and services it has available, and communicate with each other in an informal, fun and interactive way.

So how are we doing? Pretty well, if the steadily climbing number of "likes" is any indication. For the three months that ended July 8, 2013 the Board's Facebook page registered nearly 1,100 "likes." That's more than twice the 485 "likes" registered for the same period a year ago. Most of these "likes" are from people in California and the United States, but some have visited from as far away as Pakistan and Vietnam. With another 127 followers on Twitter, the Board appears to be getting its message out.

Who is the average person who "likes" the Board's Facebook page? She is a woman, as women account for approximately 85 percent of the "likes" compared to 10 percent for men (keep in mind not everyone reveals their gender on Facebook). She is overwhelmingly between the ages of 18 and 54, with nearly a third between the ages of 25 and 34. She is a Californian who is also most likely to live in Los Angeles, Sacramento or San Diego.

But whoever you are and wherever you are, we're glad you enjoy our Facebook page and hope that more and more of you will stop by for a visit.

The Board would like to remind everyone that the site is updated Monday-Thursday. It's a family friendly forum, so please keep your comments and wall posts appropriate. In addition to keeping it family friendly, we ask that you follow the following posting guidelines:

- We do not allow any offensive images or comments or submissions. Nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization. It is solely in the discretion of the BBC to determine whether an image or comment falls into one of the above categories.
- We do not allow solicitation or advertisements. This means promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or non-governmental agency.
- We do not allow comments that suggest or encourage illegal activity.
- You participate at your own risk, taking personal responsibility for your comments, your username and any information provided. Remember: any information you post can be viewed and used by others.
- The appearance of external links on this site does not constitute an endorsement official or otherwise on behalf of the Board of Barbering and Cosmetology, the Department of Consumer Affairs or the State of California.

Otherwise, feel free to comment as you wish. We may not be able to respond directly to your comments, but rest assured we are "listening" and that your input does give us valuable feedback regarding our policies and procedures.

**INSPECTOR'S CORNER:** The Board is mandated by law to inspect both establishments and schools under Section 7313 of the Business and Professions Code. If violations of the Board's

regulations are found, the establishment or school will be issued a notice of violation and may be cited and fined. In cases where significant health and safety violations exist, an establishment's license may be immediately suspended.

Licensees are required by law to give access to all areas of the establishment or school, even to locked drawers and closets. Interfering with an inspection or denying access to the inspector can lead to a fine of \$250 for a first offense, up to \$750 for a third.