

SOCIAL MEDIA MARKETING

Creating Social Accounts

It is important to have social media accounts that represent your business. This pack will show you how to create these accounts so that you can use your social media dashboard and promote your company on social media.

WHAT IS IN THIS PACK?

- How to set up your Twitter account.
- How to set up your Facebook account.
- How to set up your Facebook business page.
- How to set up your LinkedIn account.
- How to set up your LinkedIn business page.
- How to setup your Pinterest account.

How to set up your Twitter account



1. Go to www.twitter.com/signup
2. Enter your name, email address and pick a password.
3. You will need to enter your cell phone number as you will be sent a verification code.
4. Follow the instructions for creating your account.

How to set up your Facebook account



1. Go to www.facebook.com
2. Fill out the form to create an account.
3. Follow the steps to create your personal account.

How to set up your **Facebook business page**



Once you have a personal Facebook account you need to create a business page. See the instructions below on how to create this:

1. Make sure you are logged into your Facebook account.
2. On the top right hand drop down menu, you will see an item called CREATE PAGE, click on this.
3. Select what type of page you would like to create for your company and follow the instructions.
4. Once you have created your business page this is where you should schedule content about your business to build up your brand.

How to set up your **LinkedIn** account



LinkedIn is a great place to network with other business people. Please follow these instructions to create your account:

1. Go to www.linkedin.com and fill out the form to join.
2. Follow the instructions that it provides you with.

How to set up your **LinkedIn business page**



Please go to www.linkedin.com/company/add/show

Note

Please note the email address you supply must match your company name otherwise it won't allow you to create the business page.

How to set up your **Pinterest** account



1. Go to www.pinterest.com
2. Fill out the form to create an account.
3. Follow the steps to finish setting up your account and remember to confirm your email address when asked.