

SOCIAL MEDIA SETUP CHECKLIST



FACEBOOK

Create the company account through your personal social media account

Add a category that best describes your business

Add your business address

Add your phone number

Add your profile picture

Add your cover photo (820x312px)

Go to your 'about' on your page and fill in all of the relevant information

Business details	Website
Email address	About

TWITTER

Go to twitter.com and sign up with your company name and phone/email and password

Choose interests similar to your industry/brand

Go to settings and privacy>account and change the 'Username' to your chosen @username

Add your profile picture

Add your cover photo (1263x421px)

Set up analytics so you can measure performance by going to 'Analytics' on your menu

Fill in any missing information:

Name	Location
Bio	Website

LINKEDIN

Click the Work icon in the top right corner of your LinkedIn homepage and then click Create a Company Page

Select the suitable page type

Enter your Page identity, Company or Institution details, and Profile details information

Create the company account through your personal social media account.

Click on the edit icon situated next to the follow/visit website buttons and add any missing information:

Page info	Locations
Buttons	Hashtags
Overview	Groups (if any)

INSTAGRAM

Launch the app, and create an account by entering your email address or phone number and then a username

Go back to your profile page, and click "Edit your profile." Add any missing information:

Bio	Category
Website link	Contact Options