

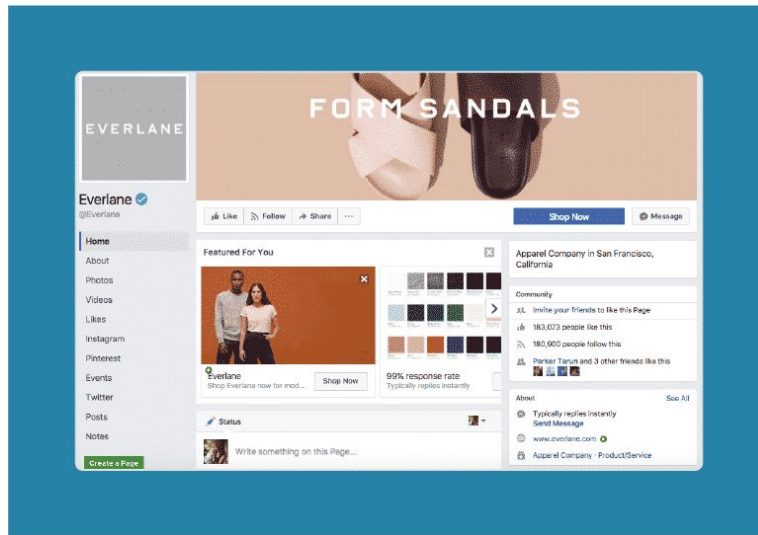
Tutorials for Setting Up Your Business Profile

The first step in establishing your business's social media presence is to create business profiles. This is important, as business profiles are very different from personal ones. Business profiles give you access to your customers':

- Age
- Gender
- Lifestyle
- Education
- Relationship status
- Job role
- Household size
- Location
- Page likes
- Purchase history

This tutorial will show you how to set up a profile on six of the most popular social media sites: **Facebook, Instagram, Twitter, LinkedIn, Youtube, and TikTok.**

How to get started on Facebook



How to set up a personal profile on Facebook

Facebook is the largest social media network in the world, with more than 2 billion active users. You should set your business up on Facebook first. But to create a business account, you'll need a personal account.

To create a personal; Facebook profile:

1. Go to facebook.com on your desktop or mobile device
2. Enter your name, date of birth, gender, email or phone number, and create a password for your account
3. Click Sign Up
4. To finish creating account, verify your email or phone number

Next, you can fill out sections on your profile to establish your personal presence.

To customize your profile:

1. From your News Feed, click on your name in the top left corner
2. On your profile, click Edit Profile to add a profile picture, cover photo, bio, and basic information for your intro

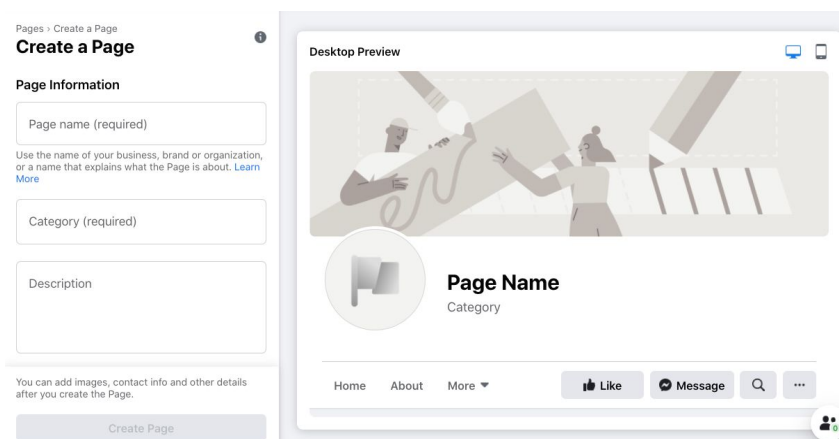
3. If you want to add more publicly viewable photos on your profile beyond your profile and cover photos, you can add up to nine Featured photos
4. To add more detailed information to your profile (such as contact information and past schools or workplaces) click Edit Your About Info

How to set up a Facebook Page for your business

Profiles are meant for individual Facebook users. But the primary way to establish a brand presence on Facebook is to set up a Page for your business. You can create a Page through an existing Facebook profile.

To create a Page:

1. From your News Feed on your personal Facebook profile, click the Pages tab on the left sidebar menu.
2. Click Create New Page
3. Enter your Page name, business category, and a brief description of services



Pages > Create a Page

Create a Page

Page Information

Page name (required)

Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

Category (required)

Description

You can add images, contact info and other details after you create the Page.

Create Page

Desktop Preview

Page Name

Category

Home About More

Like Message

To edit your Page:

1. Go to the **Pages** tab from your News Feed and click on your business Page listed under Pages You Manage
2. After clicking on your Page name under the Manage Page section, you can upload a profile picture and cover photos, create a Call to Action button, and invite people to like your Page

3. To add relevant business information to your Page (such as description and contact information), scroll down to **Edit Page Info** on the left sidebar panel
4. To temporarily pull your Page from public viewing to make edits, you can unpublish your page and then publish it again when it is ready for viewing. To do this, go to **Manage Page > Page Settings > Page Visibility**, then selected Page published or Page unpublished.



Facebook's Business Page Features

Facebook offers various free and paid tools that business teams can take advantage of to improve their Page. These can be found under the Manage Page panel.

Free options include:

- Scheduled posts

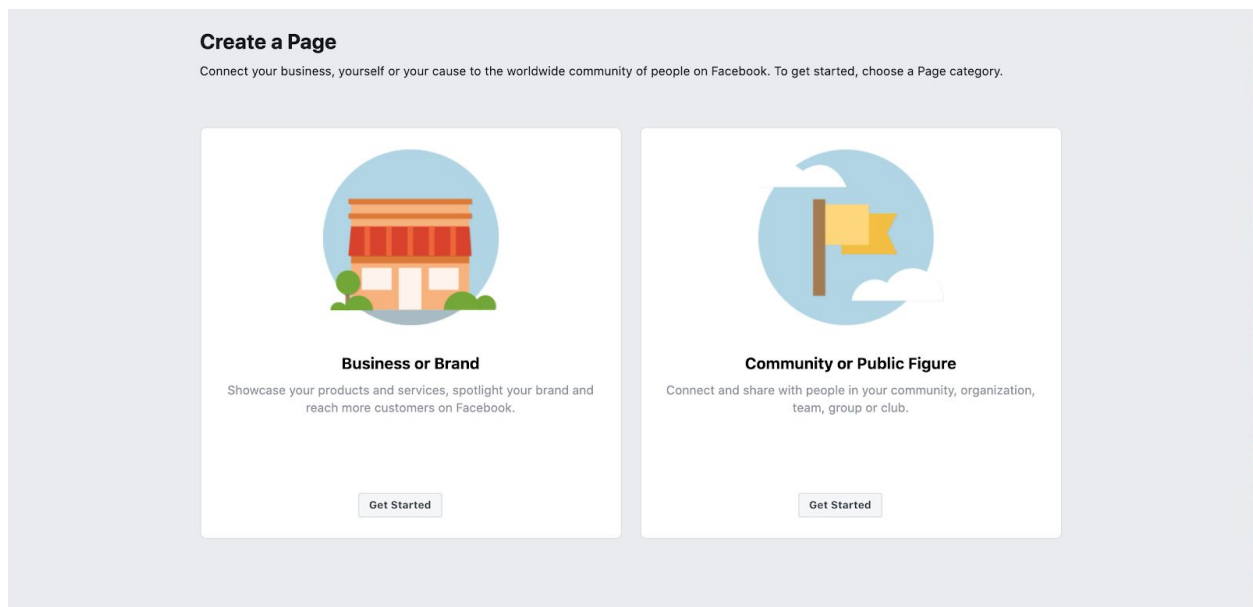
- Automated responses to messages
- Assigning roles to other users who have access to your Page (i.e. admin, editor, advertiser, etc.)
- Insights to track user engagement with your Page and content

Paid options include:

- Advertising tools via Facebook AdCenter to create advertisements and plan your ad campaign strategy
- Using promotion tools to promote your Page to new users on Facebook

How to set up your Business Page on Facebook Adcenter

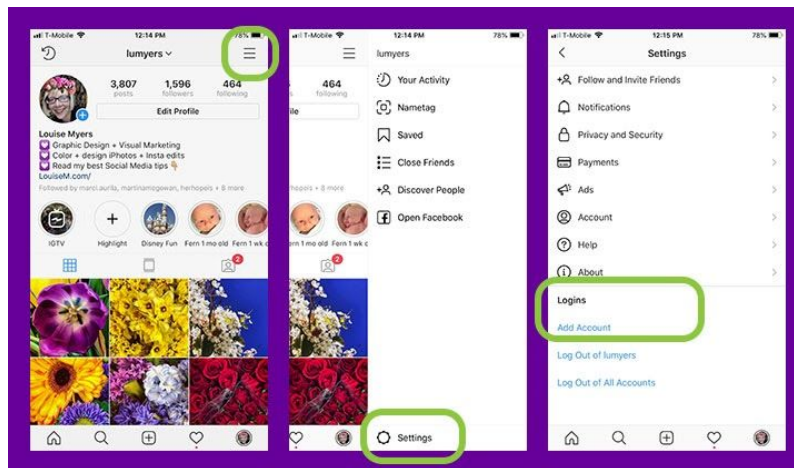
Follow this [link](#) to get to Facebook's business homepage. Then, scroll down and click "Create a New Facebook Page for Your Business." Once you do, this window will appear:



Courtesy Facebook

Select "Business or Brand" and then input your business's name. To start advertising on your new Facebook business page, follow this [link](#) and select one of Facebook's ad packages.

How to get started on Instagram



Instagram is a popular hub for content creators and inspiration seekers, and is a great place for brand promotion. Here's how to set up a business account for your Instagram.

How to set up a personal profile on Instagram

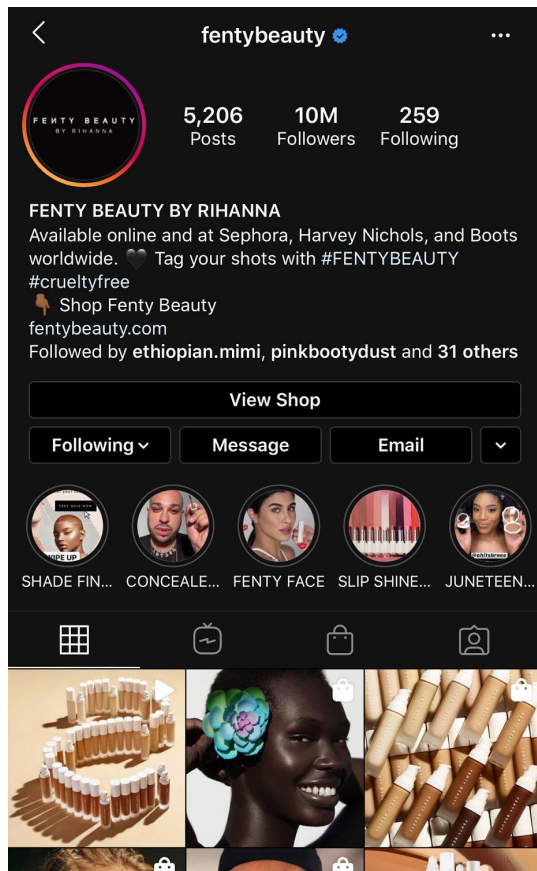
To create a new Instagram account:

1. Download the Instagram app on your mobile device
2. Create an account with a phone number, email, or Facebook profile (note: signing up with your Facebook profile will notify your existing network that you are on Instagram)
3. Choose a unique username and password for your account
4. Upload a profile picture and add a bio and website to your profile

If you are already on Instagram but want to create a separate Instagram profile for your business, how to set up a new profile and switch between accounts:

1. Go to your Instagram profile and tap the three horizontal bars on the top right corner of the screen
2. Tap **Settings**
3. Scroll to the bottom and tap **Add Account**

4. When prompted, tap **Create New Account** and repeat the set-up process (note: you may need a different phone number, email or Facebook account than your existing log-in to set up your new account)
5. Hold down on your profile icon on the bottom right corner of your screen to view accounts you are signed into and switch between them

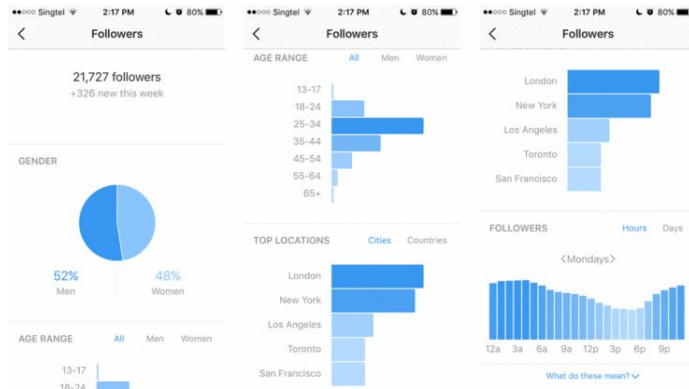


How to set up an Instagram Business Account

After registering for an Instagram account that you want to use for your business, here's how to convert your profile from a personal to business account:

1. Go to Settings and scroll down to select **Switch to Business Account**.
2. Select an industry category for your business or brand.
3. Add relevant information as needed, such as store hours, address, or phone number.

4. Select a Call to Action button to direct page visitors to a destination of your choice, such as your website or phone number.



How to connect Instagram to your Facebook Page

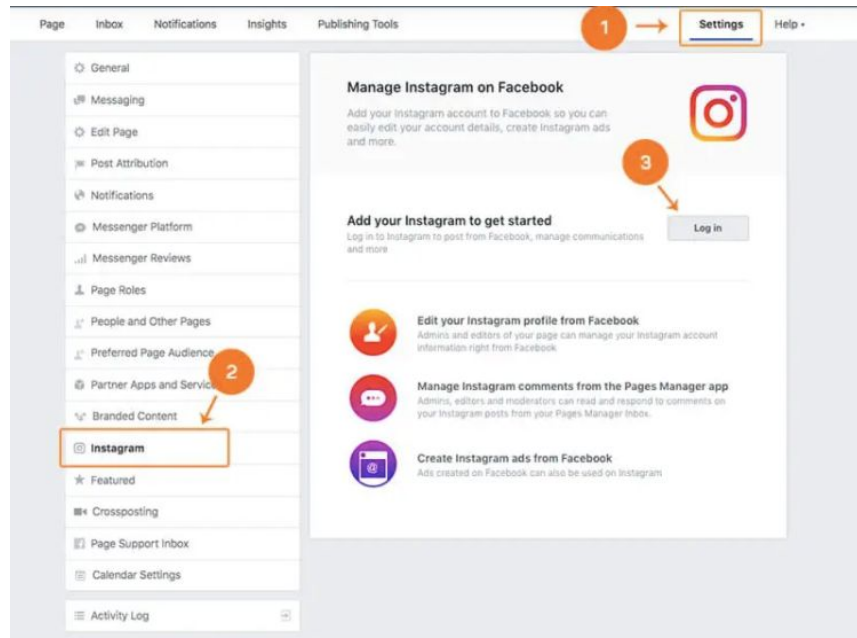
You can utilize Facebook's products to promote your Instagram business account, as well as cross-post between your Instagram profile and Facebook Page.

There are a few ways to connect an Instagram profile to a Facebook Page:

1. From your Facebook Page, go to **Settings > Instagram > Connect Account**
2. From your Instagram profile, go to **Settings > Account > Linked Accounts > Facebook**, and choose a Page to share your account to (be careful not to connect to your personal Facebook profile)
3. From the Facebook Pages Manager App, click on the messaging icon, then click on the Instagram tab and log in

Some benefits of connecting your Instagram business account to your Facebook Page include:

- Utilizing Instagram Ads Manager by managing ads from your Facebook page
- Allowing multiple users to access and manage your Instagram business account via your Facebook Page and/or Business Manager
- Seamlessly cross-posting photos and story content on both Instagram and Facebook



How to get started on Twitter



Twitter is a popular microblogging platform that allows users to share information and opinions via 280-character posts called tweets. Twitter's good for marketing to young people, in particular.

How to set up a Twitter account

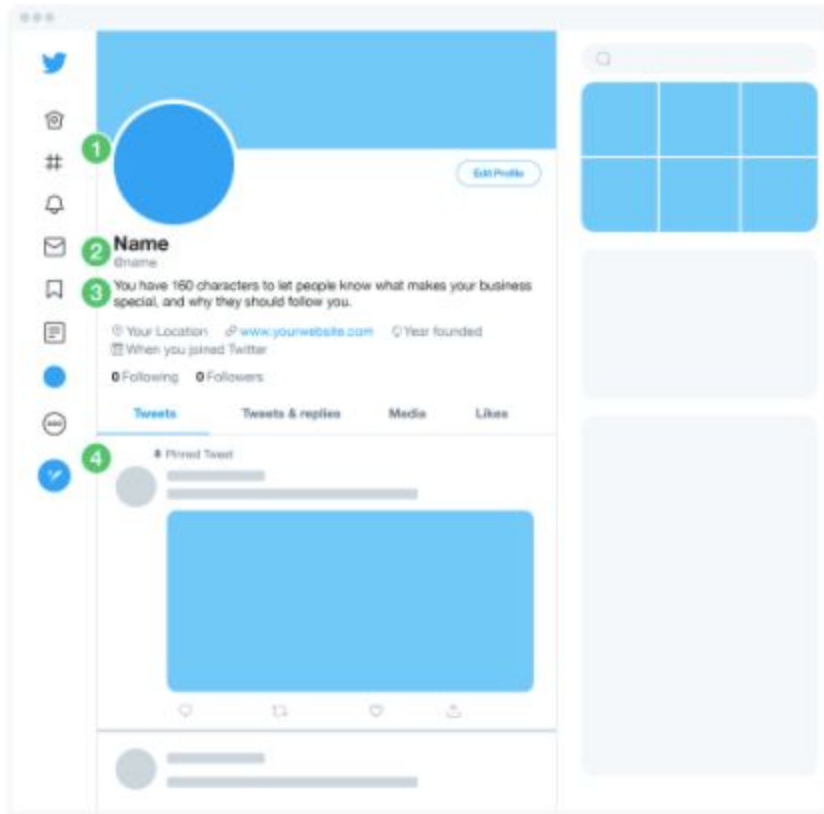
The process for setting up a profile is the same for individuals and brands alike, as there are no distinctions in types of profiles.

Once you've set up a Twitter account, you can follow this [link](#) to start advertising on Twitter. There, they'll give you access to audience data and analytics.

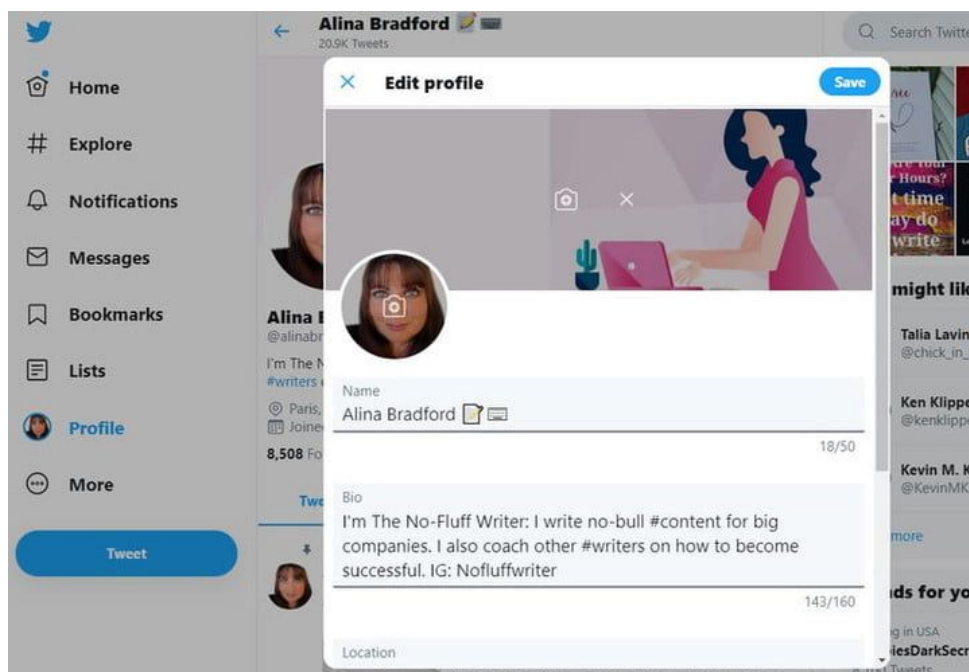
To set up a new Twitter account:

1. Go to twitter.com on your desktop or mobile device and press **Sign Up**
2. Enter your name, email or phone number, and date of birth
3. Verify your email or phone number and create a password
4. Upload a profile picture and write a 160-character bio
5. (Optional) Upload contacts to find people you may know
6. (Optional) Select your interests so Twitter can generate suggested accounts for you to follow
7. To create your own username other than the auto-generated username you were given, go to select from the left-hand panel of your Home Page **More > Settings &**

Privacy > Account > Login & Security > Username and change your username
(note: your username, or “handle,” will be how users can search for your account and tag you in tweets)



Once you have created your Twitter account, you can customize your profile to make it unique to your brand or online persona.



To further customize your profile:

1. Click on your profile icon and then click **Edit Profile**
2. Change or upload your profile photo, and upload a cover photo that aligns with your brand presence
3. Change/edit your bio
4. Add your location, if applicable
5. Add a website for users to visit
6. Once you start posting content on Twitter, use Pinned Tweets to keep important tweets at the top of your profile (you can change your Pinned Tweet at any time by clicking on the down arrow on an original tweet you wrote and selecting **pin to profile**)
7. Follow this [link](#) to start advertising

How to get started on LinkedIn



LinkedIn is a professional networking site dedicated to career development. LinkedIn comprises 50 percent of business-to-business transactions of the web and almost 90 percent of job postings. In addition to its free profile options, LinkedIn offers LinkedIn Premium packages.

How to set up a personal LinkedIn profile

You'll need to create a personal LinkedIn profile before you can create a business page. If you don't already have a personal page, follow these steps:

1. Go to [linkedin.com](https://www.linkedin.com) on your desktop or mobile device
2. Click **Join Now** at the top right corner of the page
3. Sign up with an email and password or with Facebook (doing this will allow your LinkedIn activity to be connected to your Facebook account)
4. Enter your name, then your region/location
5. Enter your most recent job title, company, and industry
6. Verify your email
7. Indicate if you are searching for a new job or not (note: this will not be publicly viewable)
8. (Optional) Import your email contacts to see who you already know on LinkedIn

9. (Optional) Start searching for people to connect with

10. Upload a profile photo.

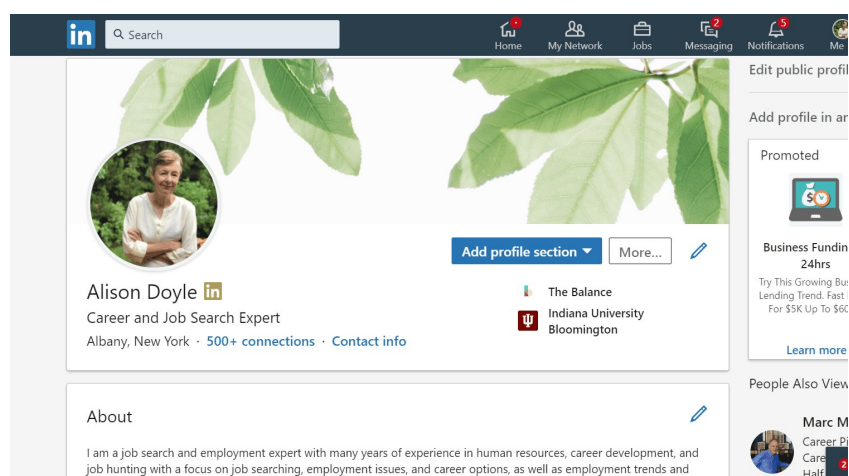
Note: Make sure to have a clear, professional headshot ready to upload to your profile that is at least 400 x 400 pixels. Avoid unnatural filters on your photo, and upload a relevant background photo to your profile if you have one.

11. (Optional) Search for your coworkers to send an invitation to connect

12. (Optional) Set up an alert for new job postings in your area

Completing your LinkedIn profile

It's a good idea to have your LinkedIn page as fully completed as possible, as it'll be your online "business address."



To complete your profile:

1. From your homepage, click on your small avatar and then press **View Profile**
2. To edit basic information such as your name, headline, and current position, press the pencil icon next to **More**
3. Click **Add Profile Section > About** to add a summary of your professional experience

4. Click **Add Profile Section > Background** to begin filling out Work experience, Education, Licenses & Certifications, and Volunteer experience
5. Click **Add Profile Section > Skills** to add relevant knowledge and experience that people who have worked with you can endorse, such as language fluency, leadership strengths, or technical skills
6. Click **Add Profile Section > Accomplishments** to add notable work or experiences, such as Publications, Patents, Courses, Honors & Awards, or Organizations
7. Click **Add Profile Section > Additional information** to request written recommendations of your work performance from people who have worked with you (you must connect with them on LinkedIn first)
8. Click **Contact Info** next to your location on your profile, then click the pencil symbol to include your email address, phone number, address, or instant messenger ID to your network
9. (Optional) Allow recruiters and/or connections to see that you are open to new employment opportunities by clicking **Get Started** under the "Show recruiters you're open to work" prompt at the top of your page

How to set up a LinkedIn business page

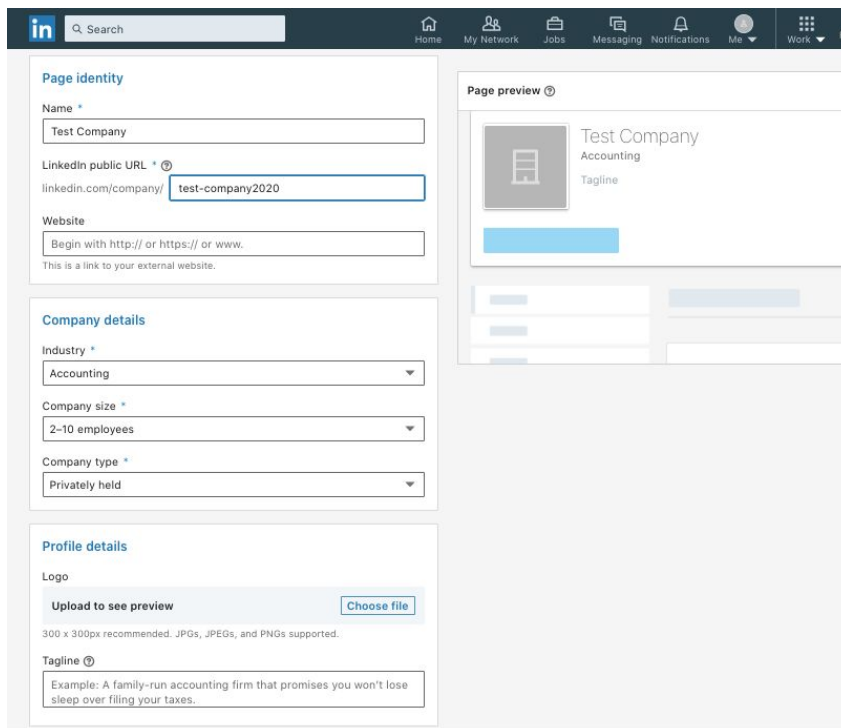
Creating a page for your business on LinkedIn will legitimize your business and publicize your brand to professional networks within your industry. You can create a business page from your personal LinkedIn profile.

To create a LinkedIn Page:¹

1. Click the **Work** icon in the top right corner of your LinkedIn homepage
2. Scroll down on the side panel and click **Create a Company Page**
3. Select the Page type you'd like to create from the following options:
 1. Small business (fewer than 200 employees)
 2. Medium to large business (more than 200 employees)
 3. Showcase page (sub-pages associated with an existing page)

¹ <https://www.linkedin.com/help/linkedin/answer/710/create-a-linkedin-page?lang=en>

4. Educational institution (high school or university/college)
4. Enter your Page identity, which includes your business or organization name, page URL, and your business or organization's external website
5. Add your Company or Institution details, such as industry, company size and company type
6. Add Profile details information, including your company logo and tagline
7. Check the verification box to confirm you are authorized to represent your business or organization and create a LinkedIn page for it
8. Click **Create page** (note: you may receive a red error message if you have recently made your LinkedIn profile)



The screenshot shows the LinkedIn 'Create Page' form. The form is divided into three main sections: 'Page identity', 'Company details', and 'Profile details'. The 'Page identity' section includes fields for 'Name' (Test Company), 'LinkedIn public URL' (linkedin.com/company/test-company2020), and 'Website'. The 'Company details' section includes dropdown menus for 'Industry' (Accounting), 'Company size' (2-10 employees), and 'Company type' (Privately held). The 'Profile details' section includes a 'Logo' upload area with a 'Choose file' button and a 'Tagline' field with an example text. A 'Page preview' section on the right shows a mockup of the page with the company name, industry, and tagline.

Page identity

Name *

Test Company

LinkedIn public URL * ⓘ

linkedin.com/company/ test-company2020

Website

Begin with http:// or https:// or www.

This is a link to your external website.

Company details

Industry *

Accounting

Company size *

2-10 employees

Company type *

Privately held

Profile details

Logo

Upload to see preview

Choose file

300 x 300px recommended. JPGs, JPEGs, and PNGs supported.

Tagline ⓘ

Example: A family-run accounting firm that promises you won't lose sleep over filing your taxes.

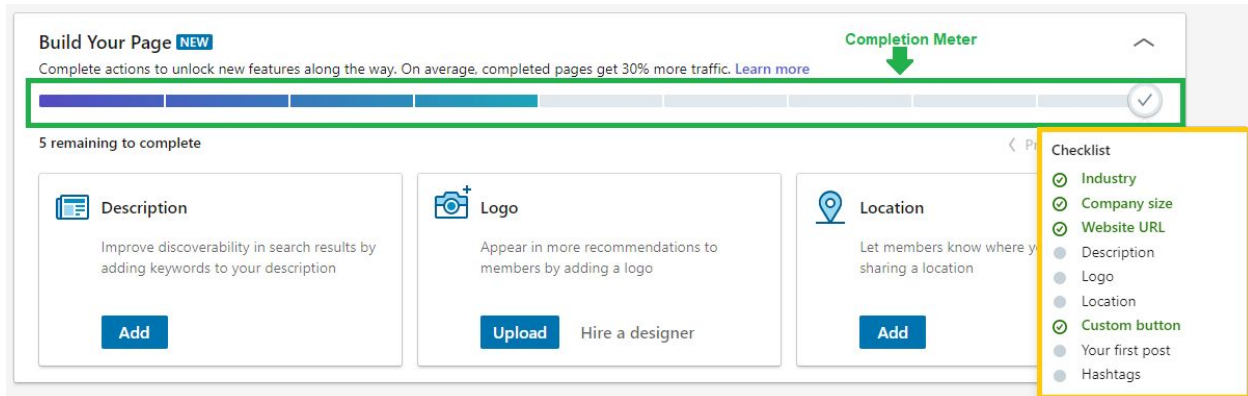
Page preview ⓘ

Test Company

Accounting

Tagline

Completing your LinkedIn business page



Once you have set up your page, you are designated as a LinkedIn Page Admin. To access your page from Admin View, scroll towards the My Pages section on the left side of your LinkedIn homepage, and then click on your page name.

Through the Page Admin's View, there is a completion meter to help you complete important sections for your business page. By following the action cards promoted by the meter, you can include all of the necessary information to launch a successful page and begin posting content.

Once you've created your LinkedIn business page, follow this [link](#) to start advertising on it.

How to get started on YouTube



YouTube is an excellent place to expand your personal or business brand if you are interested in developing medium to long-form video content. In this section, we'll show you how to create a YouTube **account** and **channel**.

How to set up a personal YouTube account

To create a new personal account on YouTube:

1. Go to youtube.com on your desktop
2. In the top right corner, click **Sign In**
3. Click **Create Account**
4. Choose **For myself**

5. Fill out your personal information, such as name, date of birth and gender and complete verification steps to finish your account set-up
6. Go back to youtube.com and click on your initials in the top right corner to see that your account is logged into YouTube

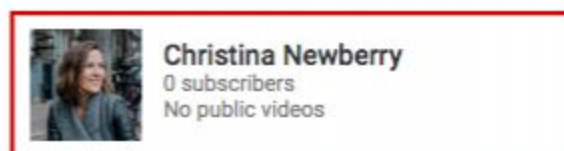
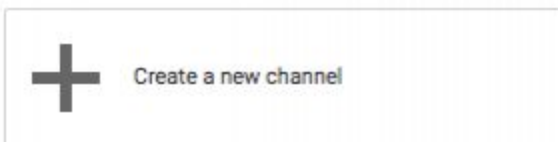
How to set up a YouTube account for your business

If you already have a Google account for your business, you can sign into YouTube with your existing Google account. However, you can also create a new Brand Account via Google to set up your YouTube account.

To create a new Brand Account on YouTube:

1. Go to youtube.com on your desktop
2. In the top right corner, click **Sign In**
3. Click **Create Account**
4. Choose **To manage my business**
5. Enter your name and your business email address
6. Verify your email address
7. Fill out your personal information (as a business account manager) such as date of birth and gender
8. Find and manage your business if it is already searchable on Google (if it is not searchable, click **Add your business to Google** to finish setting up your Business Profile)
9. Go back to youtube.com and click on your initials in the top right corner to see that your Brand Account is logged into YouTube

How to set up a YouTube Channel for your business

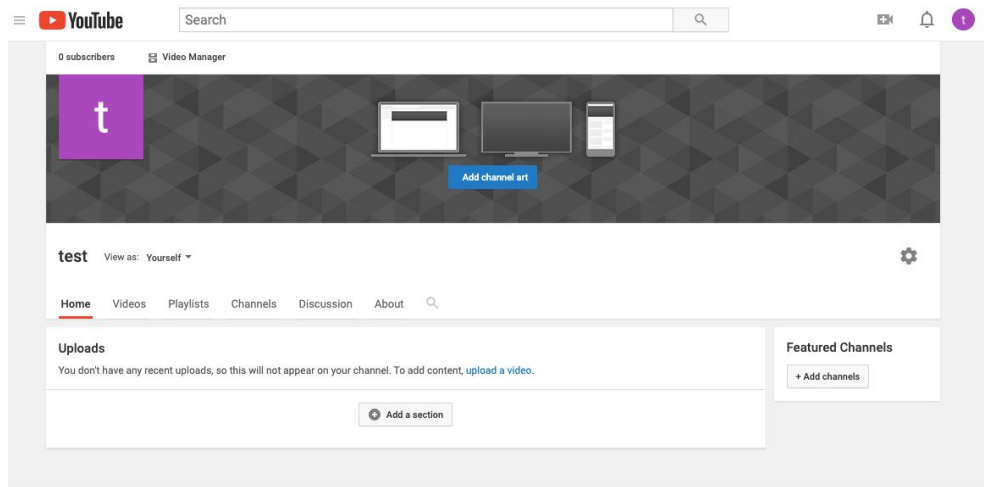


Simply having an YouTube account does not mean that you have a public presence on YouTube. To upload your own videos, add comments on videos, or make video playlists, you must create a YouTube channel.

To create a YouTube Channel for your business from an existing Google account that can be managed by yourself or others:

1. Go to youtube.com and sign into YouTube via your Google account login
2. Go to your [Channel List](#)
3. Click Create a New Channel
4. Type in your Brand Account name to be used for your business channel
5. Continue with setting up your YouTube business channel by clicking on your Brand Account via your Channel List

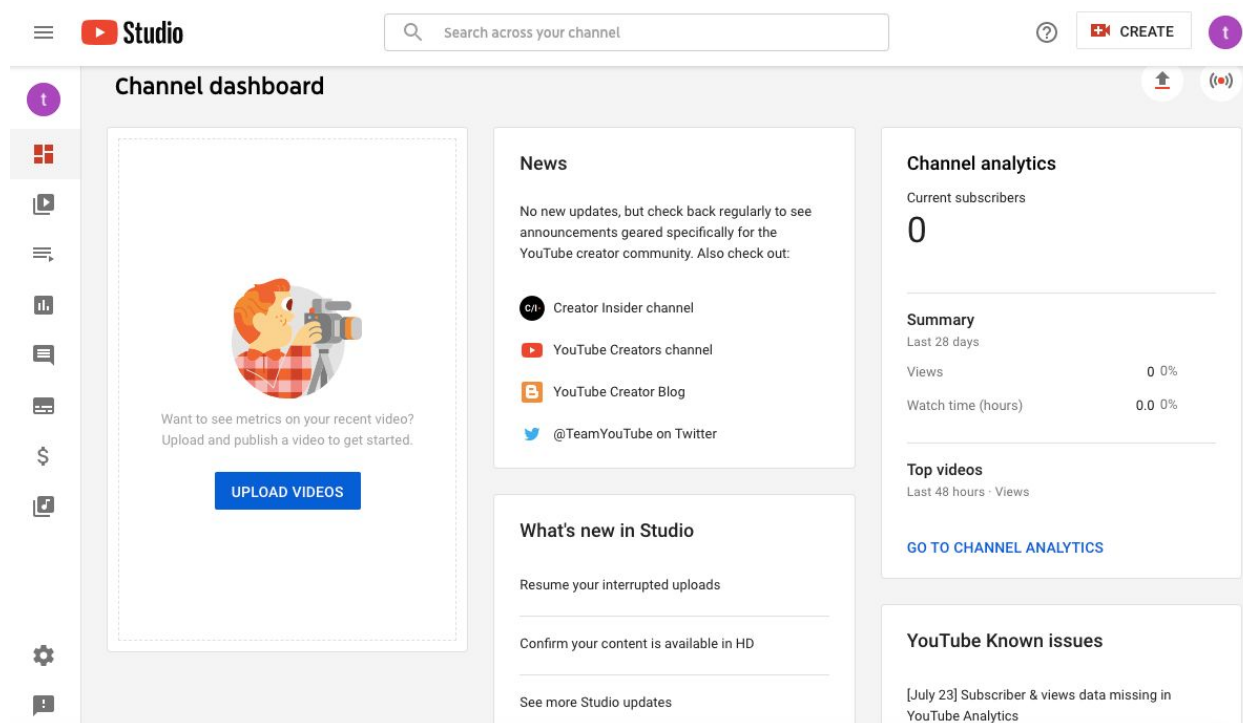
Customizing your YouTube Business Channel



To customize your channel:

1. Go to youtube.com and sign into your account
2. Click on your account icon in the top right corner and click Your channel
3. Once you reach your channel homepage, click Customize Channel
4. Click on your channel icon on the top left corner of the page to upload a photo icon for your channel and/or to change your account name (note: these changes will be linked to your Google account)
5. Go back to your Customize Channel page to add channel art
6. Click the gear symbol on the right side of your page underneath the channel art to edit your channel privacy settings (you can select or deselect whether to make your playlists and subscriptions private, and turn fan comments on or off via the Discussion section of your channel page)
7. Click on the About tab underneath your account name to add a channel description, links, and other details

Using YouTube Studio



Both personal and business channels also have access to YouTube Studio, which is a dashboard to access news, channel analytics, and advice to successfully run your channel.

To access YouTube Studio:

1. Go to youtube.com and sign into your account
2. Click on your account icon in the top right corner and click Your channel
3. Once you reach your channel homepage, click YouTube Studio
4. From your Channel Dashboard perform various actions such as:
 - Uploading videos
 - Accessing Channel Analytics
 - View YouTube Studio updates
 - Access news related to content creation

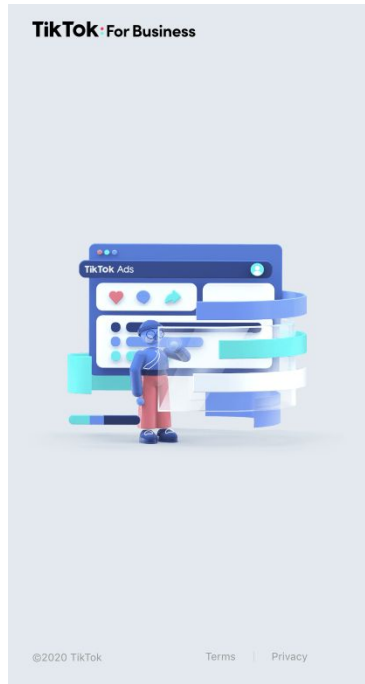
5. On the left sidebar of your Channel Dashboard are also icons where you can access further settings and analytics such as:
 - Video performance
 - Playlist management
 - Channel Insights
 - Comment management and filtration
 - Subtitles
 - Content monetization
 - Audio library for content creation

How to get started on TikTok

Steps to set Up Your TikTok Business Page

Note: You can currently only advertise with TikTok in France, Great Britain, Italy, Spain, Vietnam, Japan, Taiwan, Malaysia, Indonesia, Thailand and the US. If you're operating outside these countries, this tutorial won't apply.

TikTok is currently the fastest growing app on the market, with more than 800 million users worldwide. They also have a client page specifically for businesses. To create a business account with TikTok, you first go to the TikTok Ads Manager page linked [here](#).



English

Welcome to TikTok Ads Manager

Create an Account

Your Billing Country/Region

Japan

This country/region is available for self-serve advertising.

This account is primarily used for a

- ☒ Business (Promoting goods/services)
☐ Individual (Promoting personal websites/pages)

Log In

Next

Then, identify your billing country and specify that you want to use the account for business. Once your account is created, you should click on your account name in the top-right corner to access a drop down menu. Select the "Ad Account Settings" icon to the right of the account information. Then, click "Settings" and "Business Information" under Account Setup.

After that, input your business information into the menu that appears. It will look like the image below:

Business Information

The business info below will be printed out on the invoice. Please make sure of its accuracy.

Business Name

Promotion Link

Note: The promotion link must be valid and relevant to the product or service you want to promote. Your account will NOT be approved if we can't verify this URL.

Industry -

Street Address

State/Province

Postal Code



Courtesy TikTok

You'll also be prompted to input Tax Information and Payment Options under the "Ad Account Setting" menu.

Once you've done that, you can follow this [link](#) to start advertising.