

# How to Create Social Media Accounts for Your Business





Social media is now the largest communications platform in human history. More than 2 billion people are active on Facebook, as per company data, and 100 million use Instagram every month. Most social media platforms offer business pages, which allow you to access customer data and create the audiences you want to market to. In this reading, we'll go over how to set up business pages for **Facebook**, **Instagram**, **Twitter**, **YouTube**, and **TikTok**.

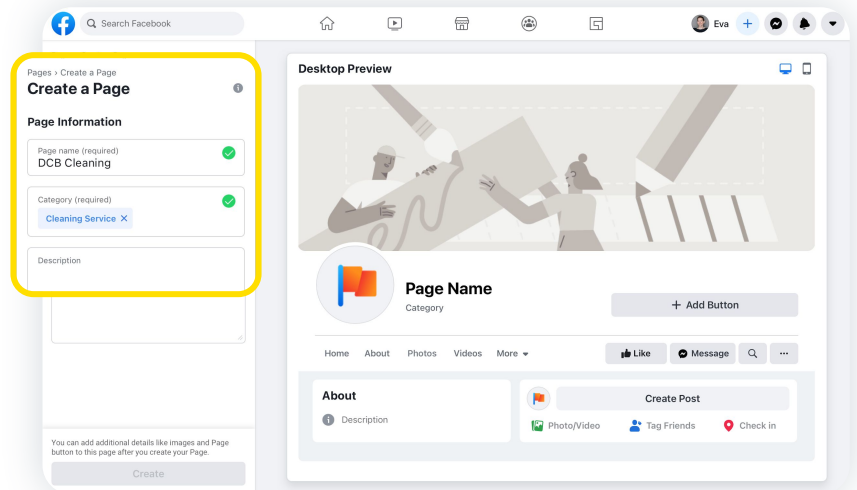


# Steps to Set Up Your Facebook Business Page

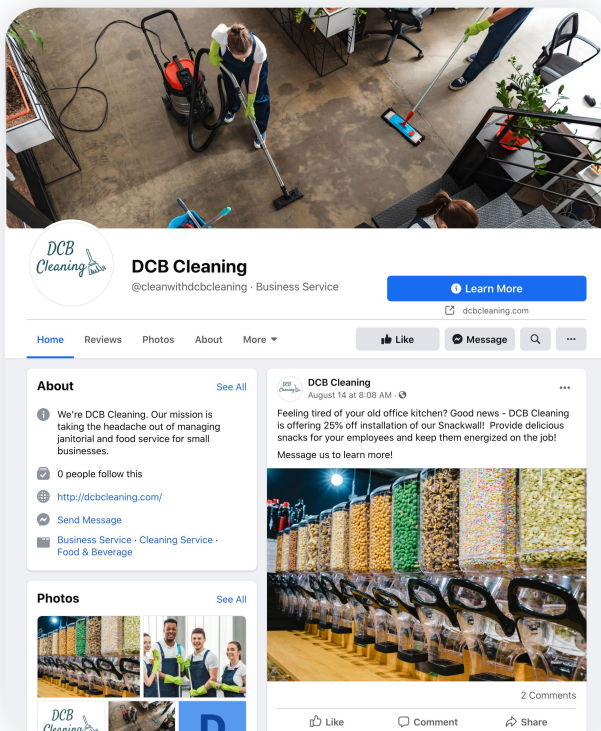
Follow this [link](#) to get to Facebook's business homepage. Then, click "Create a Page." Once you do, this window will appear:

Start setting up your page information by typing in your "Page name."

Then, select one of the business category-types that Facebook offers to describe it. This data will be used to better connect your business to people who might be interested in it.



Source: [Facebook](#)



After you've entered your Page name, Category, and Description, you'll be prompted to select a profile photo and a cover photo. We have an example above as to what a newly created page will look like.

To start advertising on your new Facebook business page, follow this [link](#) and click "Create an Ad."

# Steps to Set Up Your Instagram Business Page

Instagram has the second largest active user base of any major platform. It's effectively replaced magazines as the platform through which companies advertise luxury goods and clothes. Instagram's also owned by Facebook and offers the same suite of micro-targeted advertising tools. If your business is visual-heavy, Instagram will be your most important advertising platform.

You'll need a smartphone to create an Instagram Business Account. First, you should download the free Instagram app from Apple's [App Store](#) or [Google Play](#). Then, create a personal account following Instagram's provided steps.

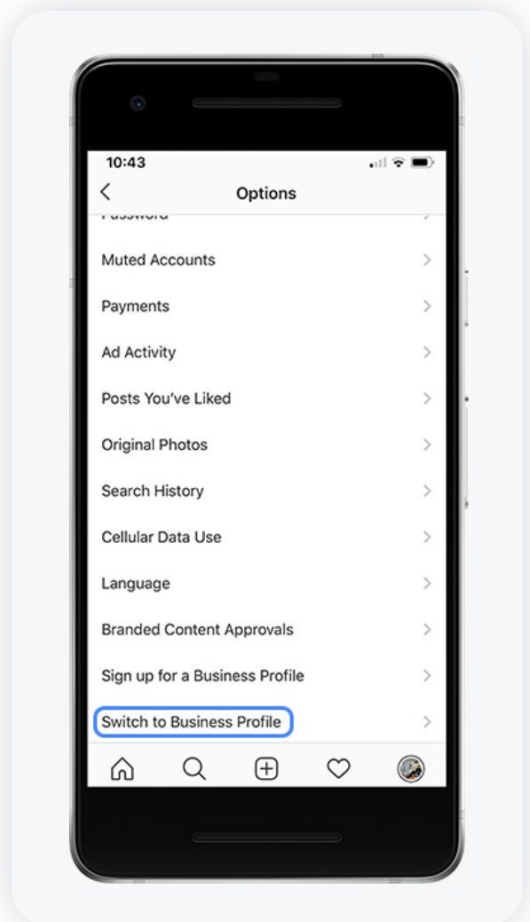
Once you've done that, open your new account's profile and press the "menu" icon in the top right corner. Then:

- ➔ **Press "Settings"**
- ➔ **Press "Account"**
- ➔ **Press "Switch to Business Account"**

Instagram will then prompt you to create an account name and input a business profile picture, a business bio, and a website link.

Instagram will also suggest you link your Instagram account to your Facebook Business Page. We highly recommend doing this, as sharing data and audience between the two pages will make it easier to market to consumers.

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

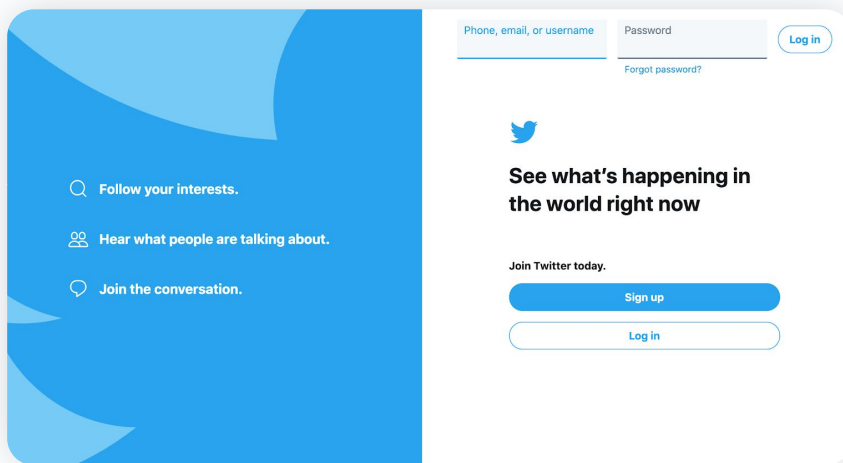


Source: [Facebook for Business](#)

# Steps to Set Up Your Twitter Business Page

Twitter is one of the easiest accounts on which to set up a business profile—as there’s no difference between personal and business profiles on the platform. To create a Twitter Business Account, start by creating a personal profile.

Go to Twitter’s homepage and select the “Sign Up” option. Then follow the steps there to create an account name and a handle for your business, the way you would for a personal account.



Then, input a profile picture, cover photo, and business description into the account parameters. Be sure to add a link to your company website.



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

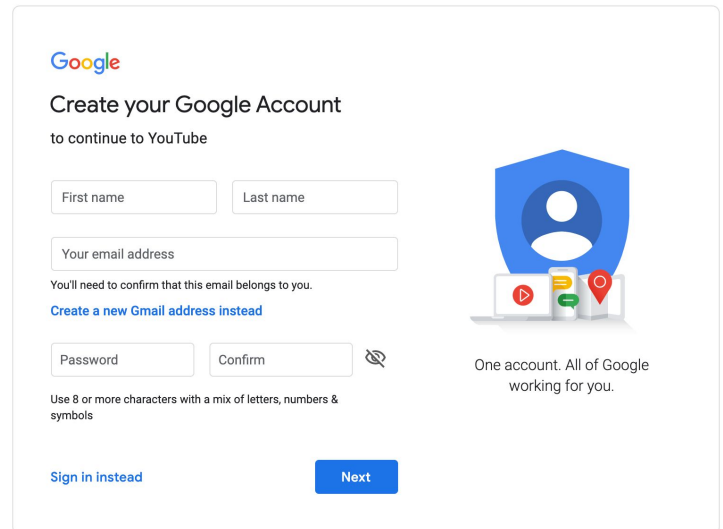


# Steps to Set Up Your YouTube Business Page

YouTube is the unmatched leader in video advertising. More than a billion people are on the platform, and as of 2019 users uploaded 300 hours of video to the site per minute.

To create a business YouTube channel, you should:

- ➔ Sign in to [YouTube](#) on a computer or using the mobile site, using your personal Google account.
- ➔ Go to your [channel list](#).
- ➔ Create a new channel by clicking “Create a new channel.”
- ➔ Fill out the details to name your new channel and verify your account. Then, click “Done.” This creates a new Brand Account.

A screenshot of the Google Account creation interface. At the top, the Google logo is followed by the text "Create your Google Account to continue to YouTube". Below this are input fields for "First name", "Last name", and "Your email address". A note states "You'll need to confirm that this email belongs to you." with a link "Create a new Gmail address instead". There are also fields for "Password" and "Confirm" with a password strength icon. A "Sign in instead" link is at the bottom left, and a blue "Next" button is at the bottom right. On the right side, there is a graphic of a blue shield with a person icon, and a laptop showing YouTube, Gmail, and Maps icons, with the text "One account. All of Google working for you."

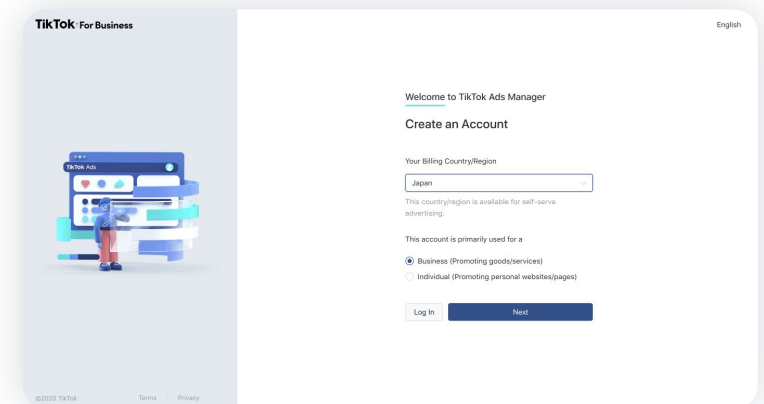
Source: [Youtube](#)

Follow this [link](#) to start advertising on YouTube using Google Ads.

# Steps to Set Up Your TikTok Business Page

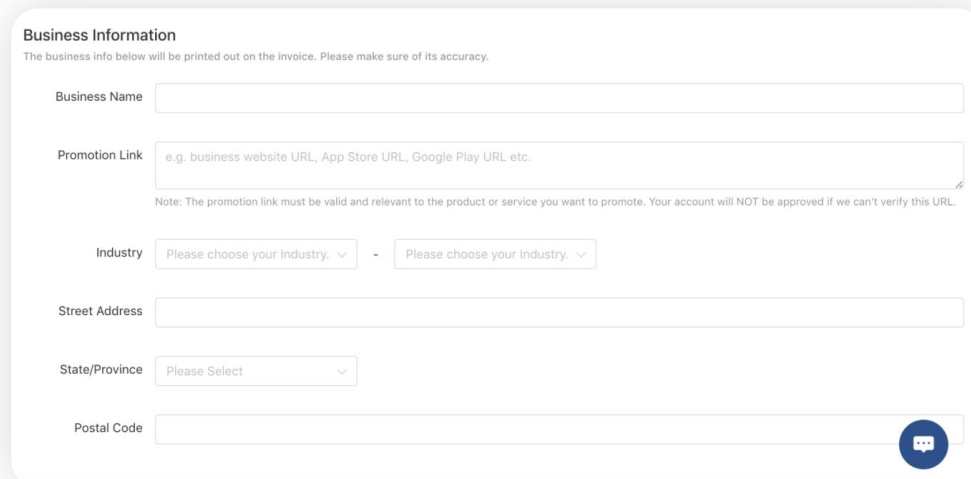
TikTok is currently the fastest growing app on the market, with more than 800 million users worldwide. They also have a client page specifically for businesses. To create a business account with TikTok, you first go to the TikTok Ads Manager page linked [here](#).

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.



Source: [TikTok](#)

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



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.

Source: [TikTok](#)

**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.

