How to Create a Social Media Profile?

Training Manual

By Michael James Tenorio

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Printed by Michael James Tenorio, Inc., in the United States of America.

First printing, 2021.

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Introduction

What is a social media profile?

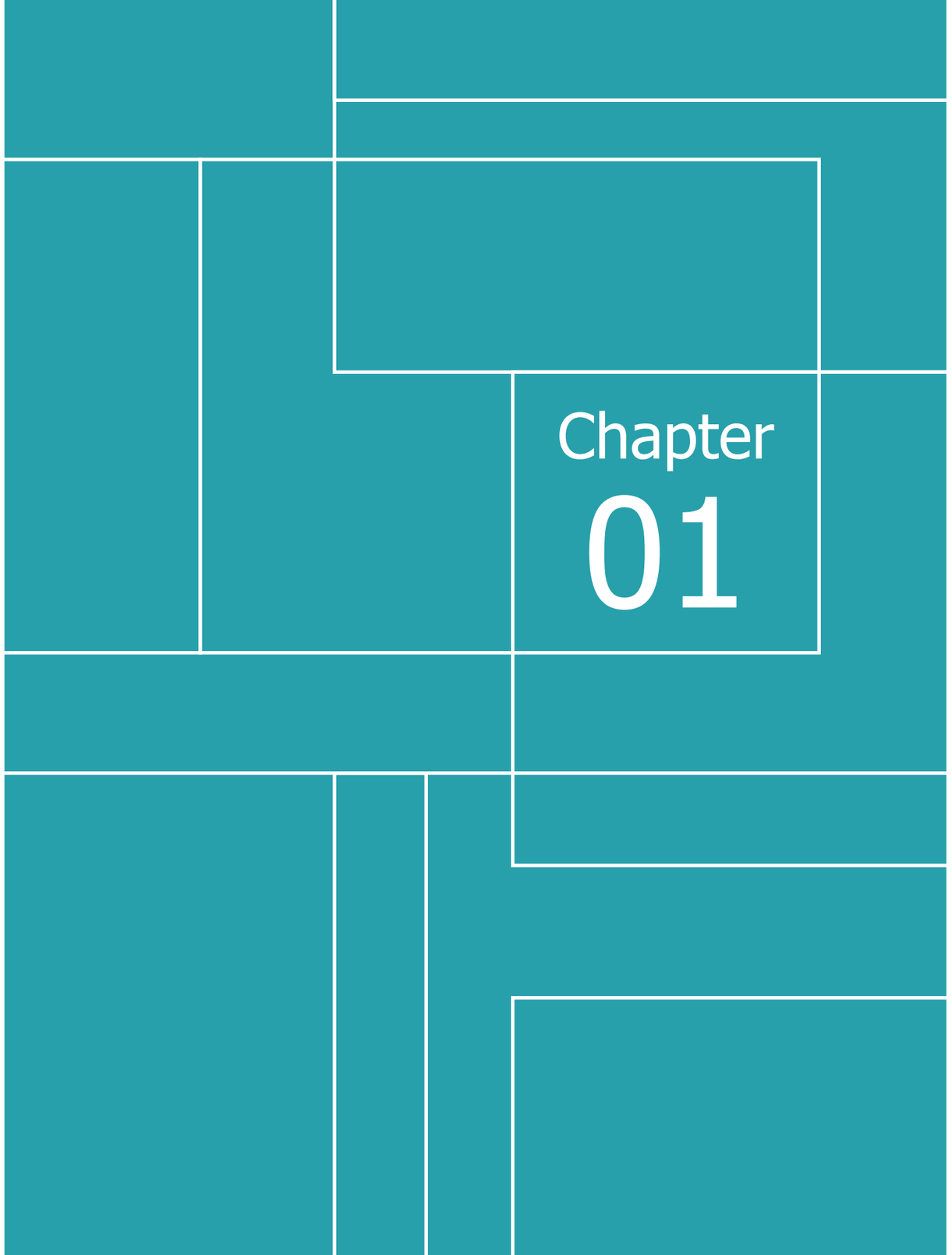
Social media profiles are a description of individuals' social personalities that identify them. It is also a platform for media relations, social media, content creation and marketing, employee communications, launches, speeches, or anything else.

Where to create your profile?

- Facebook
- Instagram
- Twitter

What are the features?

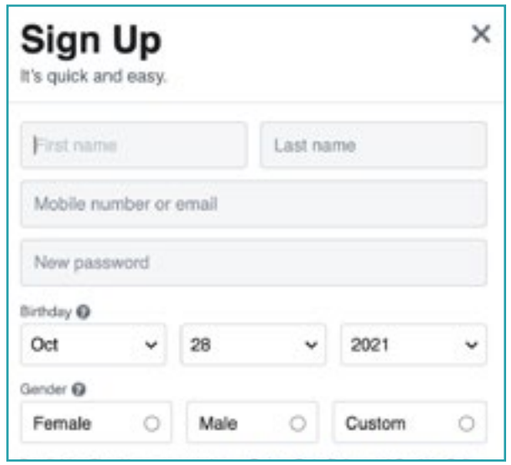
- Sign up
- Verification
- Profile photo + Cover photo
- Personal Details
- Biography
- Featured Stories
- Posting Methods
- Find friends/interests

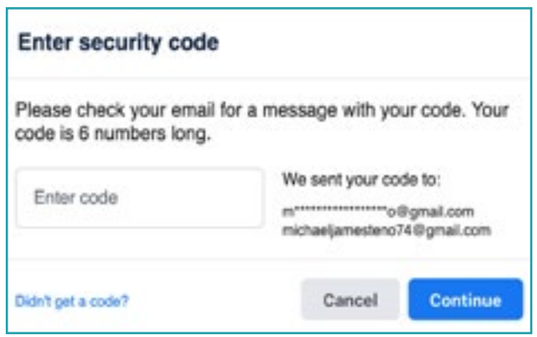


First Step

Sign up & Verification

- Go to facebook.com
- Click on “Create a New Account”
- Type your first name on the first column on the left
- Type your last name on the second column on the right
- Type your email on the third row
- Retype your email on the fourth row
- Type your password on the fifth row
- In the sixth column choice your birthday
- In the sixth column choice your birthday
- Select the month on the first row
- Select the day on the middle row
- Select the year on the last row
- Then, select your gender on the seventh row

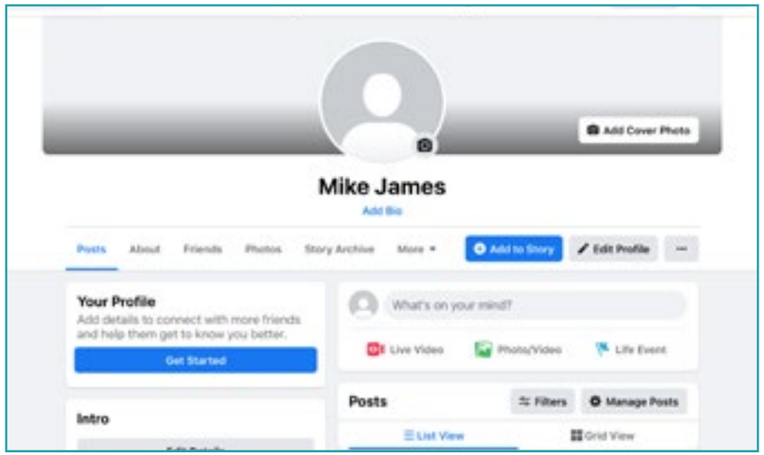




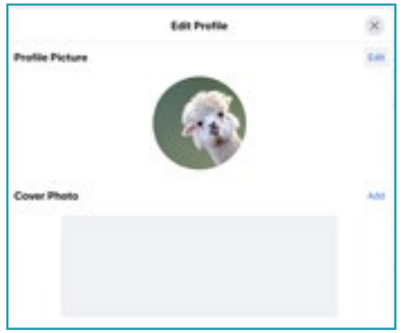
- Click on the “Sign Up”
- the middle row
- Select the year of your birthday on the last row
- Then, select your gender on the seventh row
- Click on the “Sign Up”
- Check your message from email for code verification
- Type the same code in the “Enter Code”
- Click on “Confirm”

Second Step

Profile Pictures



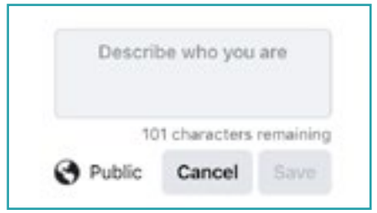
- Click on the profile icon
- Click on "Edit Profile"
- Click on the first “Add”
- Select “Upload Photo”
- Upload your profile picture (ideal size: 180px by 180px)
- Type a description of your photo
- Drag or crop your photo using the – and + to zoom
- Click on the second “Add”
- Click on “Make Temporary” or “Save”
- Click on the second “add photo”
- Click on “Add Photo”
- Upload your cover picture (ideal size: 851px by 315px)
- Drag or cropped your photo using the – and + to zoom



Third Step

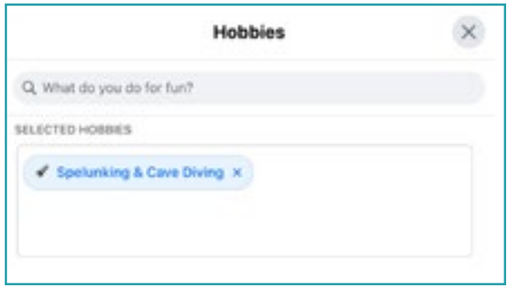
Biography

- Click on the third “Add”
- Type about yourself on the text area
- Edit audience (public/private/customize)
- Click on “Save”



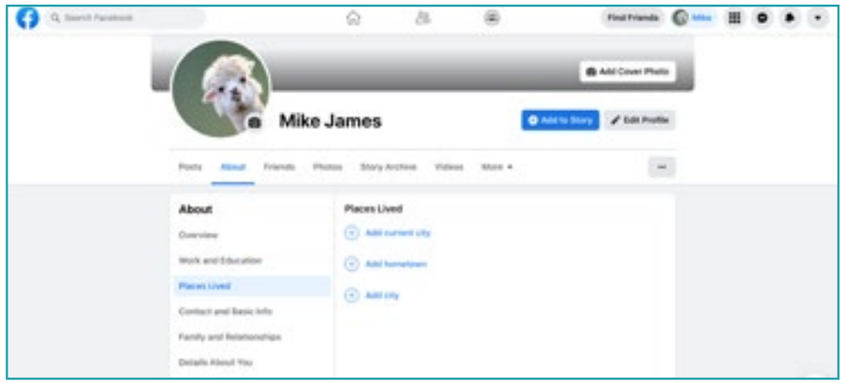
- Click on the fourth “Add”
- Click on “Add a workplace”
- Type your company name on the first row
- Type your job position second row
- Type the city of your company on the third row
- Type a description of your company on the fourth row
- Check on the box if you’re still working on the company

- Go back to “Edit Profile”
- Click on the fifth add again
- Select a recommended hobby
- Click on search & type for others
- Type your hobbies
- Select from the search results
- Click on “Save”



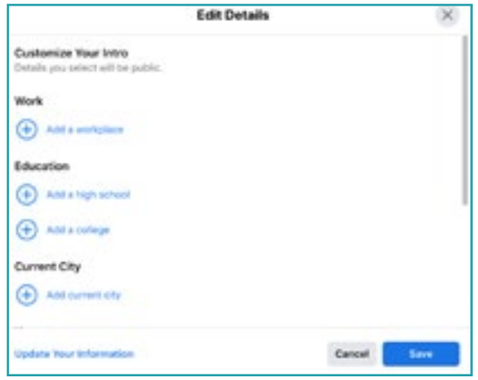
Fourth Step

Personal Details



- Go back to “Edit Profile”
- Click on the fourth “Add” again
- Click on add “Add Current City”
- Type your current city
- Click on “Save”

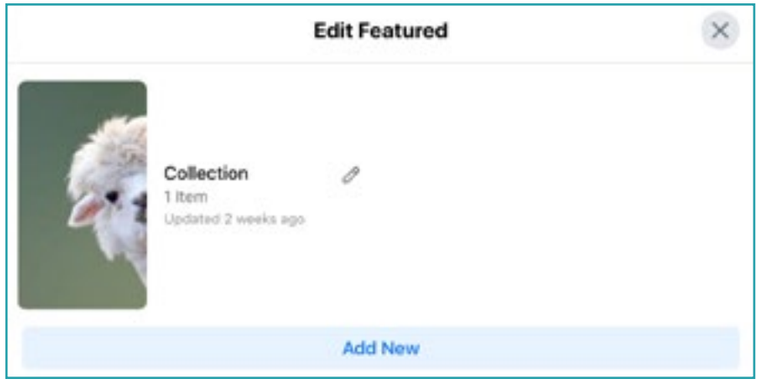
- Click on add “Add hometown”
- Type your current city
- Click on “Save”
- Click on add “Add city”
- Type your city
- Select year and month that you moved to that place
- Click on “Save”



- Type your college name on the first row
- Type the description of your college on the second row
- Type a concentrations on each 3 rows
- Select ether college and graduate school
- Type your degree
- Click on “Save”

Fifth Step

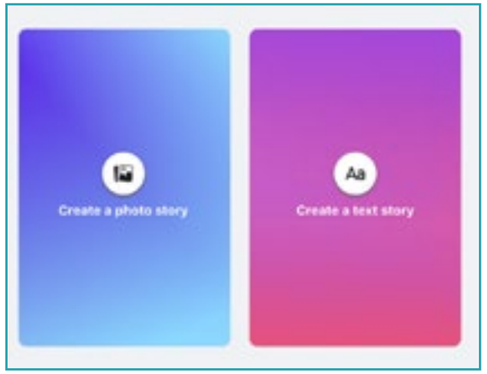
Collection & Story



- Click on the sixth “Add”
- Click on the “Add New”
- Click on the “Upload Photos”
- Select your pictures
- Click on “Next”
- Type the title of your featured
- Click on “Save”

- Click "Close"
- Click on Edit Profile
- Select the year you started in the company
- Click on “Save”

- Go to homepage
- Click on "+Add a Story"
- Choose to photo story or text
- Select a photo or type your text
- If you picked a photo, crop it
- Add a comment below
- Click on "Share to Story"
- See your story on the homepage

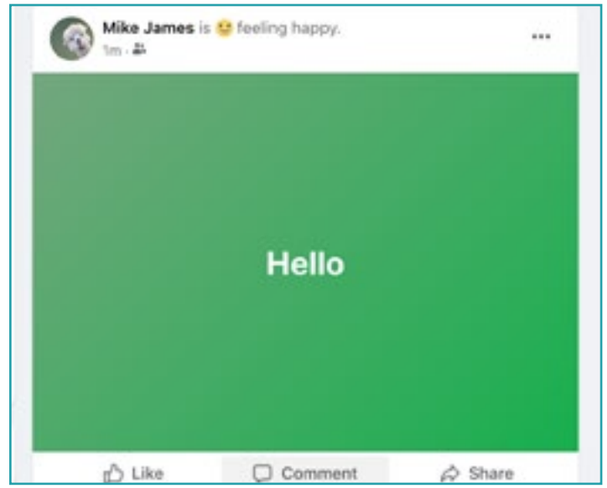


Sixth Step

What's on your mind?

- Click on "What's on your mind?
- Click on "Friends"
- Edit audience (public/private/ customize)
- Type a comment
- Add graphic post
- Select features to add: Graph-ic post/Tag someone/Share location/Add a record of video or audio/Gif or Emojis
- Click on “Post”

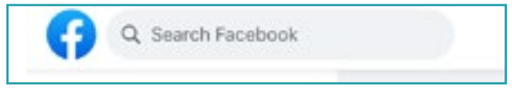
- Go to homepage
- See your post
- Click on the notification bell
- Verify who reacted/commented/shared your post
- Click on option "..."
- Here you can edit/save/pin your post
- You can also like/comment/ share your post

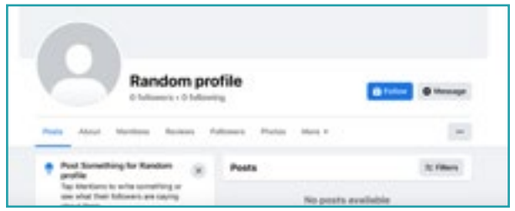


Seventh Step

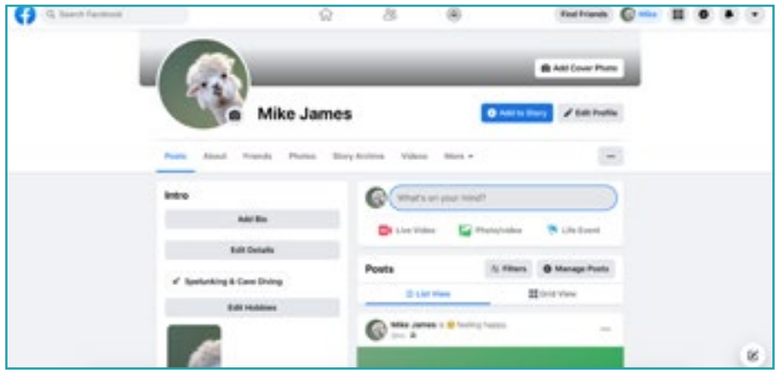
Friends & Interests

- Click on the "Search Facebook" on the top left
- Type in your interest or friends
- Find your search
- Click on the profile of your search
- Check their profile
- Click on either "+Follow"/ "Like"/"Add Friend"
- See the notification if they accepted by going to your notification bell
- Go back to your homepage
- Click on "Friends"
- See your new friend





Congratulations! Now, you have a Facebook profile.

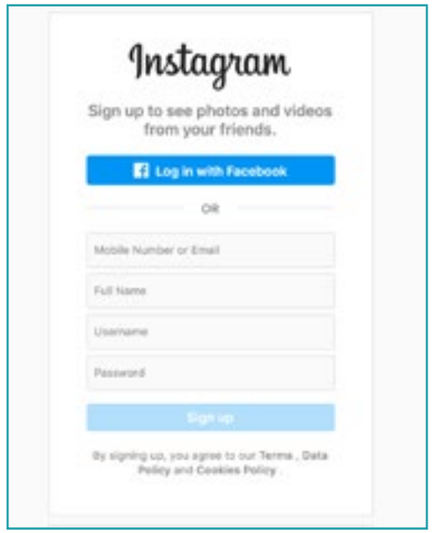


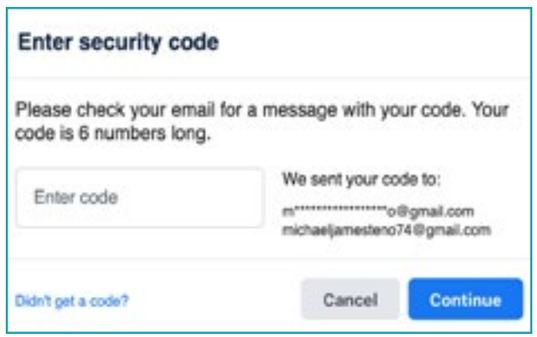
Chapter 02

First Step

Sign up & Verification

- Go to instagram.com
- If you already have a Facebook account login with to that account and go to the second step
- Click on “Create a New Account”
- Type your email or phone number on the first column
- Type your full name on the second column
- Type your email in the third column
- Retype your username on the fourth
- Type your password on the fifth column





- Click on the “Sign Up”
- the middle row
- Select the year of your birthday on the last row
- Then, select your gender on the seventh row
- Click on the “Sign Up”
- Check your message from email for code verification
- Type the same code in the “Enter code”
- Click on “Confirm”

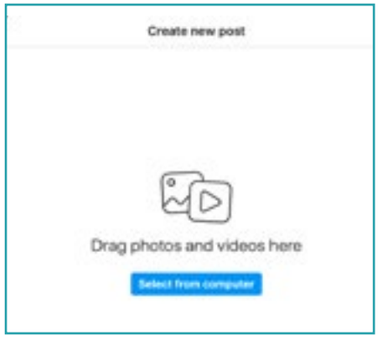
Second Step

Profile + Posting

- Click on "Change Profile Photo"
- Click "Upload Photo"
- Select a photo from your device
- Crop the picture to 110px by 110
- Click on the “Sign Up”
- Click on "Save"

- Click on "Edit Profile"
- Type your information on the "Bio" (max of 150 words)
- Type your website at the third row
- If you have not already: Type your phone number or email
- Then, select your gender from the following choices
- Click “Done”
- Click on “Submit”

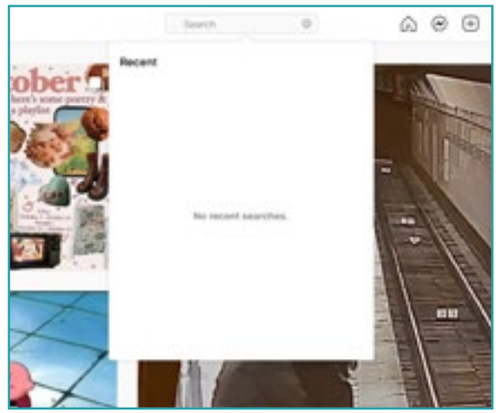
- Click on "+" icon on the top right
- Select a photo or video. Recommended sizes:
- *Image sizes: 360px by 360px/1080px by 608px/1080px by 1350px
- *Video sizes: 1080px by 608px/1080px by 1350px
- Edit your picture or video
- Click on select more if you want to add a picture/video
- Click on “Next”



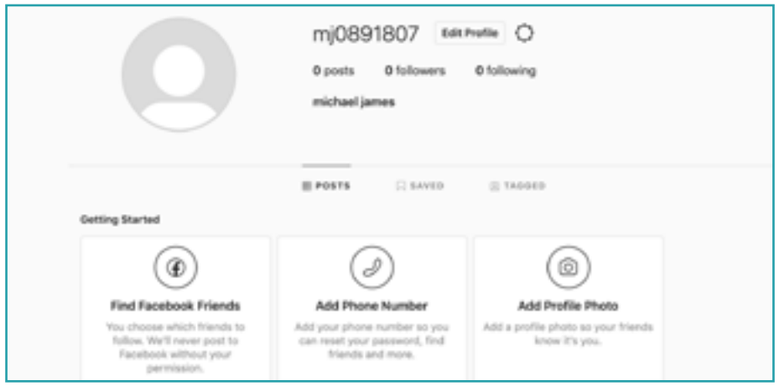
Third Step

Friends & Interests

- Click on the trends icon
- See the trends on Instagram
- Click on the search bar
- Type the name of who you want to follow
- Click on the particular account
- Click on "follow"
- Click on notification icon
- In the the notification, you will see if the account has followed you
- Then click on “follow”
- Check your notification bar to see if they accepted or follow you back



Congratulations! Now, you have an Instagram profile.

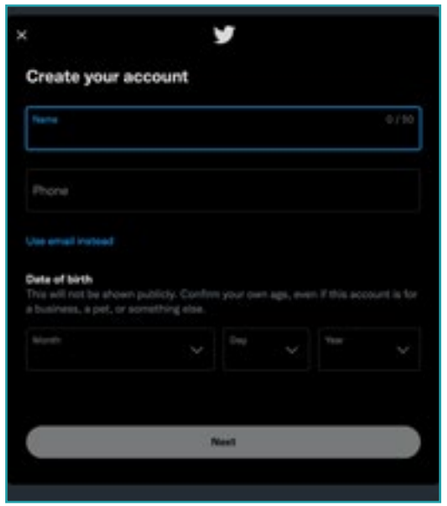


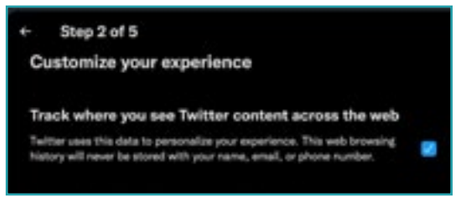
Chapter 03

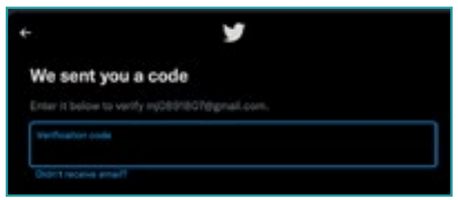
First Step

Sign up & Verification

- Go to twitter.com
- Click on “Sign up with your phone or email”
- Type your full name on the first row
- Type your phone number or email on the second row
- Retype your phone number or email on the third row
- In the sixth column choice your birthday
- Select the month on the first row
- Select the day on the middle row
- Select the year on the last row
- Click on "Next"



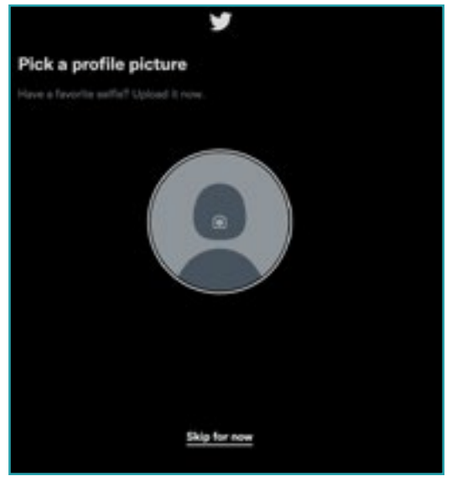


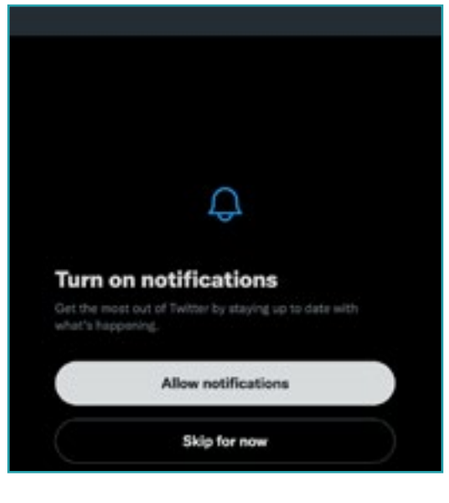


- Check the box if you would allow your online behavior to be tracked
- Click on "Next"
- Review your signup information
- Click on "Next"
- Check your phone message or email for the verification code
- Type your verification code
- Click on "Next"

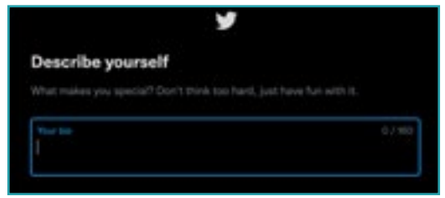
Second Step

Profile + Biography





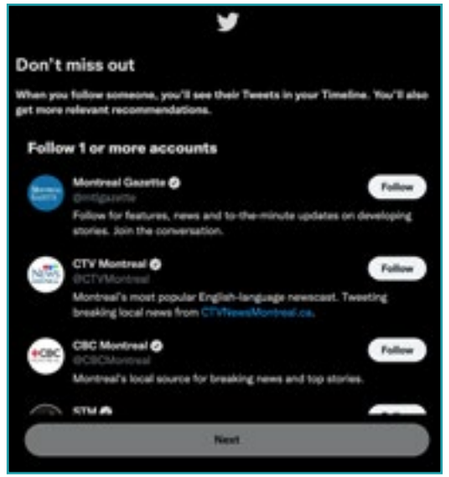
- Click on the icon profile
- Click "Upload Photo"
- Select a photo from your device
- Click upload
- Crop your picture (ideal size: 800px by 800px)
- Drag or crop your photo using the – and + to zoom
- Click on "Apply"
- Click on "Next"
- Click on "Allow notification"
- Click on "Next"
- Type your biography on "Describe yourself" (max words of 180)
- Click on "Next"

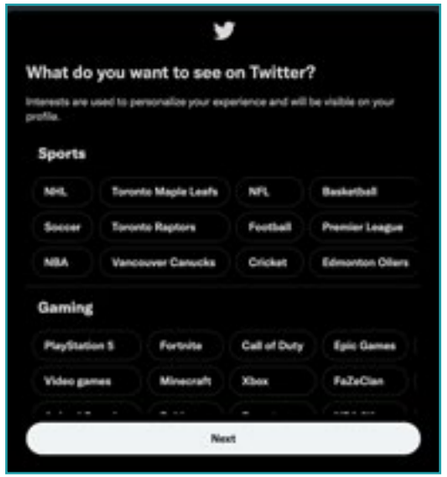


*Ideally you can click on "Skip for now during all the steps but we do not recommend. So you do do not missed a step.

Third Step

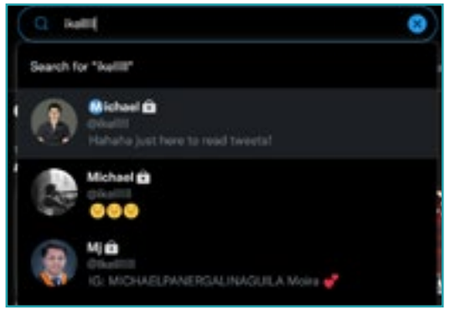
Friends & Interests





- Click an account you want to follow in the recommendation
- Scroll down to see all recommendations
- Click on "follow" to the particular account
- Click on "Next"

- Click on your interests that will have recommendations of similar interests to yours
- Scroll down to see all interests
- Click on "follow" to the particular account
- Click on "Next"

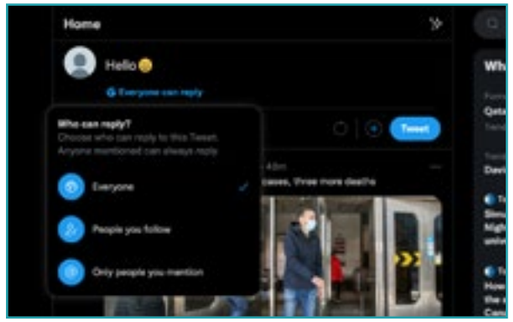


- Then, you will see your homepage
- Type the name of an account or interest that you want to follow
- Scroll through to find the account
- Click on the profile
- Click on "Follow"

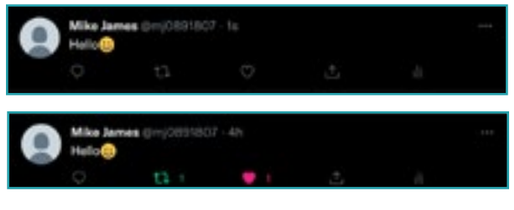
Fourth Step

Tweets

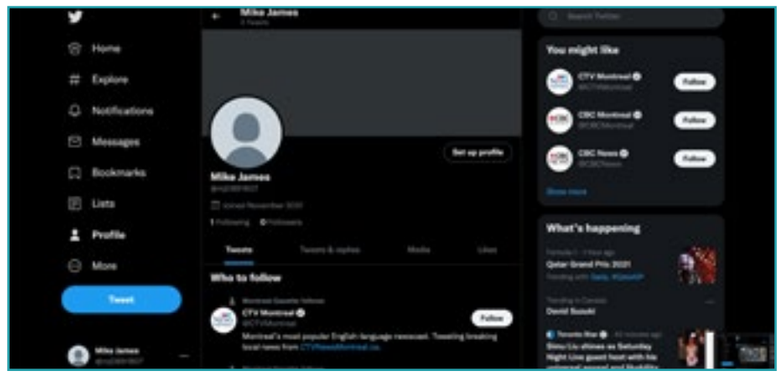
- Click on "What's happening?"
- Type in your tweet (max of 280 characters)
- Edit your audience whether if it is "Everyone" or "People you follow or "Only people you mention"
- Click on the following icons below if you want to add an image/gif/poll/emoji with your tweet
- Click on "Tweet"



- You can retweet/like/share your tweet in the following icons below
- You can also retweet/like/share your tweet in the following icons below
- For the option "...", you can delete/pin/view analytics of your tweet



Congratulations! Now, you have a Twitter profile.



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Glossary

Audience:
Viewers of an event or spectators

Biography:
Description of someone's life

Customize:
Modification of an item or outfit

Device:
A technology or electronic gadget

Email:
Messages sent using a technology

Features:
A special attribute of an application

Gender:
A male or female state of being

Homepage:
Introduction website

Interests:
A liking of something

Notification:
An electronic message alert

Posting:
Uploading an electronic message on the Internet

Review:
Analysis of something

Sign up:
Create an account

Trends:
A viral online movement or post

Verification:
A process of validation

Zoom:
Scrolling closer to an object

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