

How to Create Social Media Pages for Your Chapter

Facebook

To create a Page:

1. Go to facebook.com/pages/create.
2. Click to choose a Page type.
3. Fill out the required information.
4. Click Get Started and follow the on-screen instructions.

Note: Anyone can create a Page, but only official representatives can create a Page for an organization, business, brand or public figure.

Twitter

1. Go to [Twitter.com](https://twitter.com) and sign up. Use your name, your email, and a password. Use your real name and email. You will be able to customize your profile later.

Note: Twitter only allows one account per email. If you have a personal Twitter account, you will need to use a different email to set up your business Twitter account.

2. Join Twitter. Complete the form by entering your name, your email, a password, and a username.

Here is where you can change your username. You can still change it later too!

3. Click "create my account".
4. Click "next".
5. Build your timeline. Twitter asks you to follow 3 people from a selection it gives you. You must follow 3 people from this selection.
6. Build your timeline 2. Twitter will then ask you to follow 5 more, and then 5 people you know. You can skip these last two steps by clicking on the "skip" button on the bottom right hand side of the box.
7. Confirm email. Twitter will then ask you confirm your email. Check your email for the confirmation, and click on the link in the email from Twitter.

Now, you begin to customize your Twitter profile and page.

Tip: When you are customizing your Twitter account, keep your handle, profile photo, background image and bio consistent with your company brand, and social media marketing strategy.

8. Add character. Upload your profile image*. * Twitter also calls this your avatar. Your photo is how you appear in your Tweets to your followers. It gives your account an identity. The maximum file size for your photo is 700MB.

Tip: Keep your photo relevant to your brand.

9. Upload header. Your header shows up as the background to your Twitter photo. Again, keep you header branded. It shows up on mobile too, so it is important to include this in your Twitter account.

The recommended dimensions for a header are 1252 x 626, with maximum file size of 5MB

Tip: As you develop more followers on Twitter, and you are using Twitter to market certain social sites, or special promotions, you can change always change this website to direct your Twitter traffic to particular landing pages.

10. Add your bio. You have 160 characters maximum to tell the world about your business. Be succinct.

Tip: In your bio, add something personal or quirky about your company. As in most social media platforms, adding a personal touch resonates with your audience, and customers are more likely to follow you if they see your personality shine through.

11. Facebook. Twitter allows you to post your Tweets directly to your Facebook page.

Instagram

1. Download and launch the app. Download the Instagram app for iOS from the App Store, Android from Google Play store or Windows Phone from the Windows Phone Store. Once the app is installed on your mobile phone, tap to open it.
2. Let us know who you are. Tap Sign Up, then enter your email address and tap Next, or tap Log in with Facebook to sign up with your Facebook account.
3. Set up a free business profile. Within the app, find settings, then scroll down to Switch to Business Account. Once you have a business account, you can add in pertinent business information like store hours, business address or a phone number. Create a Business Profile
4. Post and follow users. Start posting content you'd like to see in your feed using relevant hashtags, and start following similar accounts. Go to Instagram to get started.

Snapchat

1. First, you'll need to download the Snapchat app for iOS or Android.
2. Open the Snapchat app.
3. Tap 'Sign Up' to create a new account.
4. Enter your name and date of birth.
5. Create a username. Please Note: You cannot change your username after you've created it. Additionally, only your name and the invited email address will be

displayed to you or other members of your business. Your username will not appear.

6. Make a secure password that will be easy to remember.
7. Enter in a valid email address.
8. Enter your phone number and verify it. This step is optional, but if you get locked out of your account for any reason, we'll now be able to send you a password reset link over SMS.
9. Now you can use your username and password to access Ads Manager.