

RESOURCE 6: SOCIAL MEDIA PRESENCE

In today's world if a start-up doesn't have a digital presence it doesn't exist. This section is about creating the fundamentals to get students to create their brands online to promote and engage with potential users and customers.

The four main online platforms we will focusing on is:

- Facebook for Business
- Instagram
- LinkedIn
- Twitter

If students can't access these platforms during school time due to school restrictions it is suggested that they do so at home in their own time or as teams, as these three social platforms are great drivers of content and make up an integral first free avenue to promote businesses to potential new customers.

Creating a Facebook for Business page

Despite the controversy surrounding Facebook over the past 6-12 months, it still is the #1 largest social media platform and, when used correctly, a big driver of traffic.

How to create a Facebook page:

- Log into your Facebook account and from the drop down arrow in the top right hand corner, select "create a page"
- If you are seeking to promote a business or brand, then select business or brand. If you are looking to promote yourself, select community or public figure. For the purposes of this demonstration, we are going with creating a business or brand.
- Enter a name for your page and enter the most relevant category

Once the page has been created then it is time to update it and make it look professional. You will need:

- To add a profile picture: the recommended specifications are 360 x 360 pixels
- To add a cover photo: the recommended specifications are 820 pixels wide and 312 pixels tall
- Adding a customised button gets people to take action from your page such as shop or to sign up on your website

- Create a unique page username that you can tag, and that can be tagged by a third party in posts and comments by @yourfacebookpagename.
- Fill out the 'About' section of the Facebook page. In particular, it is important that you:
- Write a short, engaging paragraph on what your business or brand is about. This can be done by filling in the "Our Story" section.
- Write a short mission statement about your business or brand. The most successful mission statements are catchy 1-2 line overviews of the business or brands core focus.
- Add any other information that is relevant to your business under the "More Info" section of About

If working with a group, make sure to assign 'admin' privileges to other team members. Before you can do that, make sure they have liked the page.

Once all of that is complete it is time to create your first series of posts. The goal of your posts is to:

- Create intrigue about your product or service
- Create engagement with people who follow your page so that they like, share, comment and ultimately buy.

LinkedIn

This is where you will create a custom page to promote your brand. Before you create your company page you will need to create a LinkedIn profile first. Simply follow the prompts on: <https://www.linkedin.com/>. Once you have created a profile, follow the steps below to create your company page.

- Visit <https://www.linkedin.com/company/setup/new/> and enter in your brand's name
- LinkedIn provides a great onboarding and prompt process (just like it did when helping you to set up your profile).
- Add a cover image using LinkedIn's recommended pixel size
- Add your brand's logo using LinkedIn's recommended pixel size (300px x 300px)
- Add an engaging description about your company in the "about us" section, using LinkedIn's recommend character count (2000). You can reuse what you wrote in your Facebook page

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- Add your website url (use your custom Facebook page url if you do not have a website url). Complete your company size, industry, year founded and company type details from the drop-downs where available and add the location of your company

Creating an Instagram for Business

If your brand is a physical product, or your service is photogenic, then the visual nature of Instagram for business may be the perfect channel to promote your brand. With over 200 million Instagrammers visiting at least one business profile per day (<https://business.instagram.com/getting-started>), the potential reach could be very profitable for your brand. In addition, recent changes to Instagram stories, whereby video duration has been increased to 60 seconds, or 60 minutes if it is a live video, have drawn more users away from Snapchat and boosted Instagram's user base and interaction.

How to create Instagram for Business

If you haven't already done so, download the app for iOS or Android on the app store. While Instagram is geared towards mobile phones, you can download the Google Chrome desktop app for desktop use. It has all of the functionalities except for the ability to send direct messages.

Create an account or choose to log in with Facebook if you have a Facebook account

To use Instagram for Business, you must connect your account to a Facebook business page. Click the profile icon at the bottom right of the screen. At the top right corner of the page, open the settings menu. It appears as a vertical ellipsis in Android or a gear in iOS. Scroll down until you see "Switch to business profile." Click through the promo slideshow until you get a prompt to connect to Facebook. Select "Choose a page," and set the page to "public." Click "OK." Next, Instagram asks for permission to manage your Facebook pages. Look through the list of Facebook business pages you've already created. Select the right page, and click "Next." Only an admin on the account can complete this step. You won't see the page if you're just an authorized user.

- Complete the profile set up by entering an email, phone number, and address for your business. You have to fill in at least one of these contact fields to proceed. Some

information will be auto-filled if it already appears on your Facebook page.

- Create a new business page; set a title for your page and choose the most relevant category and sub-category to help people find your brand.
- Edit your profile; here you can add a photo, bio and website link (or link to your Facebook or LinkedIn page). Your bio is an opportunity to put some branded language, links or hashtags in your profile. For more information on hashtags, check out the resources section below.
- Start adding photos of your product, service and brand logo along with relevant hashtags.

Creating a Twitter for Business Account

With over 335 million users reported as of quarter 1 of 2018, Twitter represents a prime opportunity to get your brand in front of potentially interested customers in real time. And according to a report from Twitter and Research Now (<https://au.oberlo.com/blog/twitter-for-business-ultimate-guide>), 93% of people who follow small and medium-sized businesses (SMB) on Twitter plan to purchase from the SMBs they follow.

- Go to twitter.com
- Click 'sign up for Twitter' and enter a valid email address.
- Enter the required information in the fields provided and then click 'create my account'.
- When directed to the welcome page, click "next" to start the initial process.
- Twitter will ask you to follow 5 users twice for a total of 10. If possible, try and follow those related to your brand or industry.
- Twitter will ask you to add email contacts but you can skip that step. Once you have added, or skipped this step, then your profile will be created.
- Click "edit profile" and upload your logo, add a bio, your address and website url (you can use your facebook or linkedin page url for this if you do not have a website).
- Create your first tweet. Remember, twitter has a 140 character limit so be sure to be concise and direct with your tweets.

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Facebook

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LinkedIn

Add an engaging description about your company in the “about us” section, using LinkedIn’s recommend character count (2000). You can re-use what you wrote in your Facebook page.

Instagram

Your bio is an opportunity to put some branded language, links or hashtags in your profile. Should be no more than two lines

Twitter

Create your first tweet. Remember, twitter has a 140 character limit so be sure to be concise and direct with your tweets