



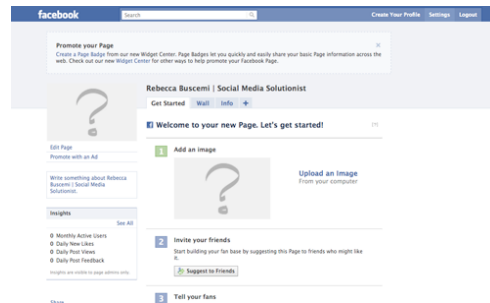
Quick Social Media Setup for Facebook, Twitter & YouTube

1. Despite popular belief, you don't **need** a 'personal profile' on Facebook to create a business page. Really, all you need is a Facebook Account. To set this up you need: an email address, a password, a birth date, and pass the security check.

-If you already have a Facebook account, then you can create a page through your existing profile.

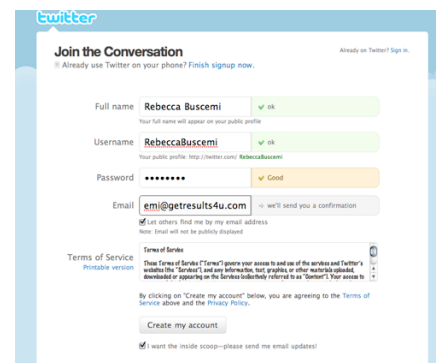
-If you have already have a Facebook profile, but want to create a Business Page separate from it, than you need to provide a new email address when setting up your Page.

Click here [Facebook.com](https://www.facebook.com) to get started! (**Note: If you create your Facebook Business page without a profile, you will have limited access to Facebook. To work around this, add an admin to your site that has a full Facebook profile. You can do this from the 'Manage Admin' section on Facebook.*)



2. In the above image, you can see that I created a business page for myself without a profile. At any time I can click 'Create Your Profile' and finish the process to create a personal Facebook profile. (*Starting this way, can give you a head start in keeping your Business Page professional and your Profile personal.*) To set up your Facebook Business Page, follow the steps outlined on the 'Getting Started' tab. This tab will eventually go away after awhile. Only do the steps you are comfortable with.

3. Once your Facebook Business Page is created, lets move onto [Twitter!](https://twitter.com) To create your Twitter account you need to have an email address, a Twitter handle that is 15 characters long and a password. (**Very Important! This Twitter Username is a key to creating a presence on Twitter and branding yourself. Make sure once you create this 15 character Username, that it's something that represents you, your company*



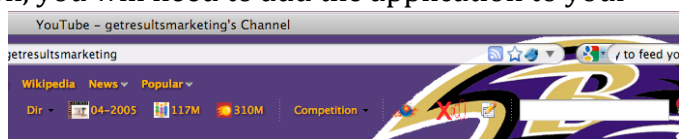
and makes sense also! Limit the use of numbers and underscores (_) when creating your Username.) Upload a picture to accompany your new Twitter account and send out that first Tweet!

4. Ready for your first shortcut? Go back to your Facebook account and type in the URL <http://www.facebook.com/twitter> Once you have entered and go to this URL, you can connect your Facebook account to Twitter. *(You will have to give permission for Facebook to access Twitter.)* Now every time you post a status update to your Facebook Business page, it will also go to Twitter. **Remember!** You are posting to your Facebook Business Page, not your personal profile! Don't worry about shortening this update to 140 or less, Facebook automatically shortens your updates when they are sent to Twitter. So when people click on that link from Twitter, they are re-directed back to your Facebook Business Page. Hopefully your new visitor from Twitter will 'like' your page when they are there to get the full scoop of your update!

5. Now it's time to move onto [YouTube](#). To make things really easy for yourself and to lessen confusion, if you already have a Google account (or a Gmail account) use this to sign up for your YouTube account. *(YouTube is owned by Google, so the accounts will seamlessly link together.)* You will need to create your Username. This is extremely important because it's also your channel name and how your audience will find you online. It's always good to stay consistent. I encourage my clients to use the same Username that they used for Twitter.

6. Once your YouTube account is set up, take some time to explore all of the ways that you can customize your YouTube account through "Account Settings" in the upper right hand corner. There are few areas that you should really take the time to focus on here to maximize the power of YouTube and they are:
 - Under "My Channel," the title of your YouTube channel, *(You can elaborate on the username that you already created and add some additional key words about who you are. For example: My YouTube username is 'SavvyWomensBiz' but my title is 'The Savvy Women's Business Solution.'*), channel tags *(this is YouTube's keywords and how people would search to find you)* and play with the various themes and colors.
 - Under "Account," click on "Profile Setup," upload a picture and include some additional information about yourself.

7. Now let's head back over to Facebook and connect YouTube to Facebook. To do this, I use an application called "[RSS Graffiti](#)." You can either click on the link above or search for "RSS Graffiti" in the search box within Facebook. Once you find the application, you will need to add the application to your Facebook Business Page,



grant all of the appropriate permissions and add your YouTube RSS feed URL. *(Not sure where to find YouTube's RSS Feed URL? If you are using Firefox as your browser, it will be a small blue box next the URL box, like the one in the image. Click on that and it will give you a long URL. Copy and paste that URL into the RSS Feed box on RSS Graffiti.)* Next, you just need to save your RSS Graffiti settings and you are done!

8. Now you are well on your way to streamlining your audience's social media experience with you! Start by simply sending out some Facebook status updates that introduce who you are and what your business does. Then shoot a quick 3-minute welcome video that you can share on all three sites. Please feel free to [contact us](#) if anything is unclear or you would help personalizing a social media support package just for you and your business needs!