



**CREATING AND  
CONNECTING  
FACEBOOK, TWITTER, &  
LINKEDIN**

Pages > Create a Page

## Create a Page

Your Page is where people go to learn more about you. Make sure yours has all the information they may need.

Page name (required)

Use the name of your business, brand or organization, or a name that helps explain your Page. [Learn More](#)

Category (required)

Enter a category that best describes you.

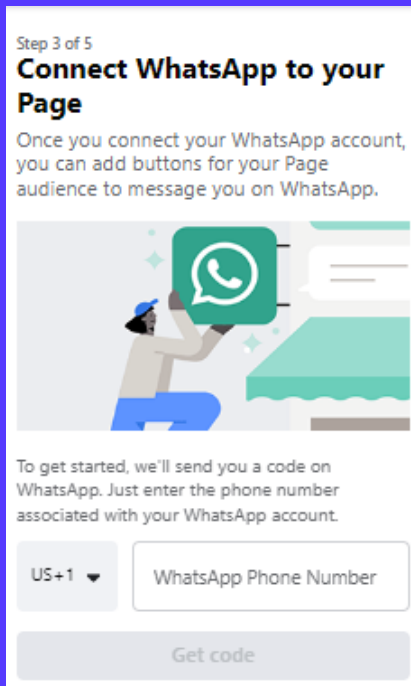
Bio (optional)

Tell people a little about what you do.

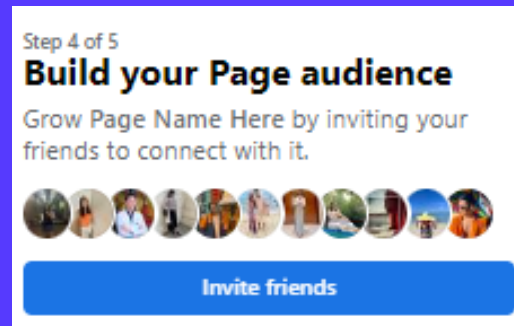
# CREATING A FACEBOOK PAGE

To Create a Page:

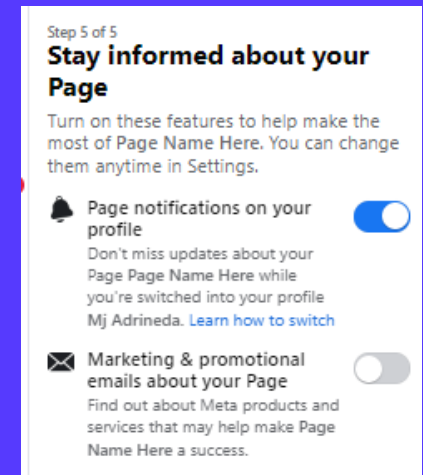
- Go to [facebook.com/pages/create](https://facebook.com/pages/create)
- Add Your Page Name
- Click to choose a category and Add Bio
- Click Next and fill in the necessary information to complete the information for your page.



Step 3:  
You may connect  
your business  
Whatsapp number  
but is optional



Step 4:  
Invite your friends  
to start building  
your followers.

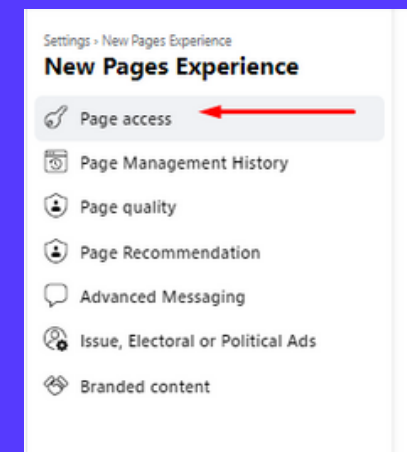
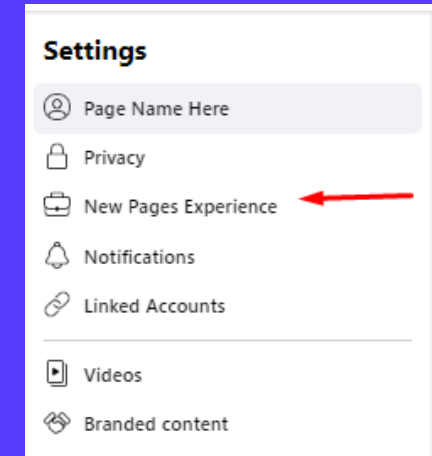
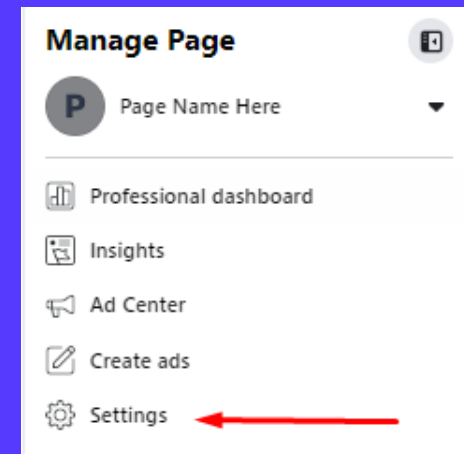


Step 5:  
Modify your page's  
notification.

# SECURING FACEBOOK PAGE ADMIN RIGHTS

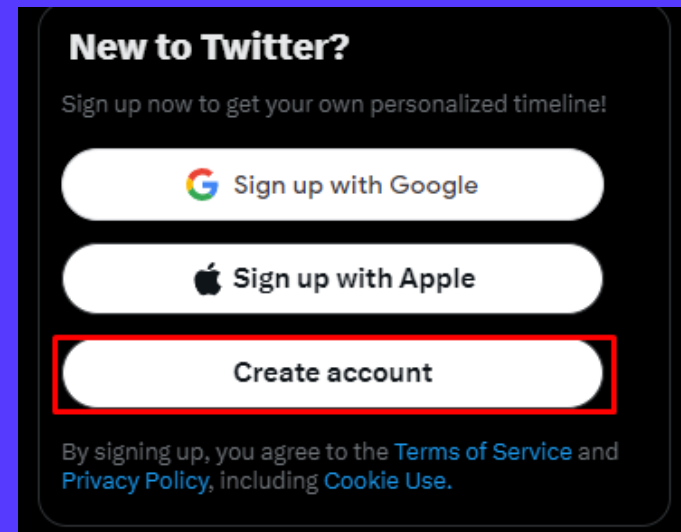
## To Secure Facebook Page Admin Credentials:

- Have page owner visit their business page
- Click "Settings" at the left side of the page
- Click "New Pages Experience" Then "Page Access"
- Click "Add New"
- If you are a Facebook friend, begin typing your name and select you from list that appears OR enter the email address associated with your Facebook account
- Click "Save" and enter password to confirm.



# CREATING A TWITTER ACCOUNT

1. Visit [www.twitter.com](https://www.twitter.com).
2. Click "Sign up" or "Join Twitter" on the homepage.
3. Provide your full name, email address or phone number, and a strong password.
4. Verify your email address or phone number using the code sent by Twitter.
5. Choose a unique username that represents you or your brand.
6. Customize your profile with a profile picture, header image, and a brief bio.
7. Follow suggested accounts based on your interests or search for specific accounts to follow.
8. Personalize your account settings, including privacy preferences and notification settings.



# STEPS TO GET YOUR TWITTER ACCOUNT SET UP THE RIGHT WAY

1. **Complete your profile:** Add a bio, profile picture, and header image. Include keywords and a link to your website.
2. **Follow relevant accounts:** Find influencers, Business related accounts, and peers in your industry to build a targeted feed.
3. **Engage with others:** Respond, retweet, and like posts to join conversations and establish connections.
4. **Post engaging content:** Share valuable insights, news, articles, and multimedia content in concise tweets.

# OPENING A LINKEDIN ACCOUNT

1. Visit [www.linkedin.com](https://www.linkedin.com).
2. Click "Join now" or "Join LinkedIn" on the homepage.
3. Enter your first name, last name, email address, and password.
4. Verify your email address by clicking the verification link in the email sent by LinkedIn.
5. Complete your profile by providing details like job title, company, education, and location.
6. Customize your profile with a professional profile picture, background photo, and a compelling headline.

Make the most of your professional life


Email or phone number

Password (6 or more characters)  Show

By clicking Agree & Join, you agree to the [LinkedIn User Agreement](#), [Privacy Policy](#), and [Cookie Policy](#).

[Agree & Join](#)

or

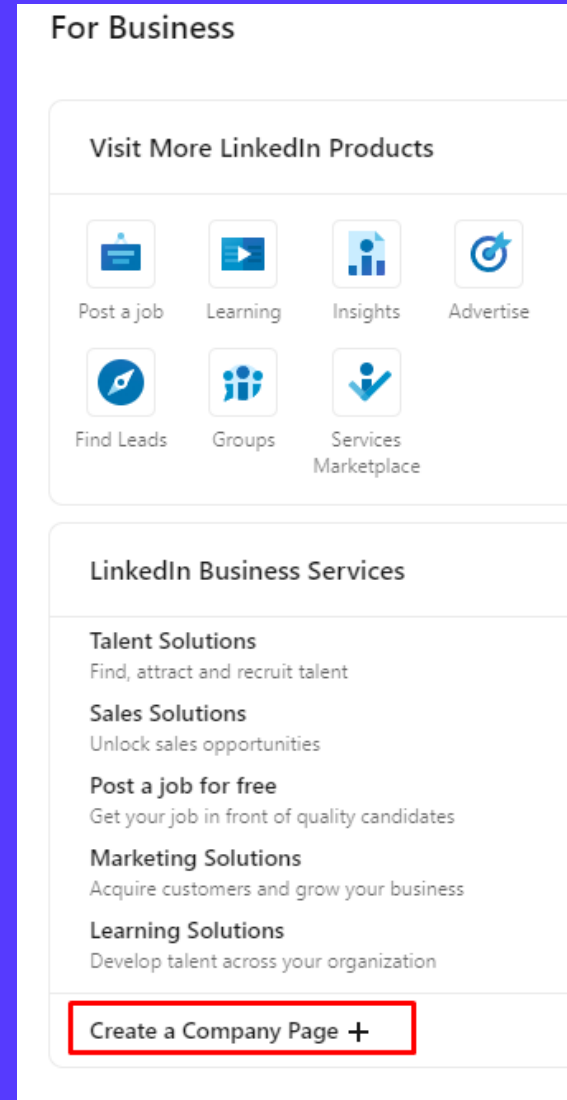
 Continue with Google

Already on LinkedIn? [Sign in](#)

Looking to create a page for a business? [Get help](#)

# CREATING A LINKEDIN COMPANY PAGE

1. Sign in to LinkedIn.
2. Access the "Work" dropdown menu.
3. Select "Create a Company Page".
4. Choose your company page type.
5. Enter your company details.
6. Add a logo and cover image.
7. Verify your company's authenticity.
8. Publish your company page.
9. Customize your company page with additional information.



The image shows a screenshot of the LinkedIn 'For Business' navigation menu. The menu is titled 'For Business' and is located in the top right corner of the LinkedIn interface. It contains several options for business users, including 'Post a job', 'Learning', 'Insights', 'Advertise', 'Find Leads', 'Groups', and 'Services Marketplace'. Below these options is a section titled 'LinkedIn Business Services' which lists various solutions such as 'Talent Solutions', 'Sales Solutions', 'Post a job for free', 'Marketing Solutions', and 'Learning Solutions'. At the bottom of the menu, there is a button labeled 'Create a Company Page +' which is highlighted with a red rectangular border.

**For Business**

Visit More LinkedIn Products

Post a job Learning Insights Advertise

Find Leads Groups Services Marketplace

**LinkedIn Business Services**

**Talent Solutions**  
Find, attract and recruit talent

**Sales Solutions**  
Unlock sales opportunities

**Post a job for free**  
Get your job in front of quality candidates

**Marketing Solutions**  
Acquire customers and grow your business

**Learning Solutions**  
Develop talent across your organization

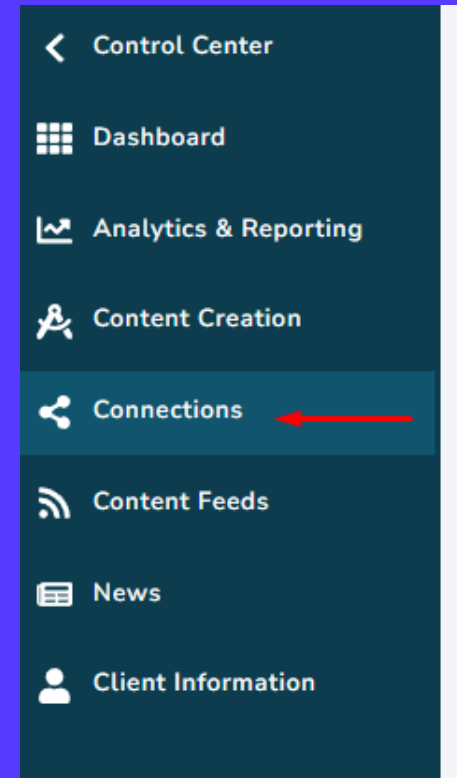
**Create a Company Page +**



# CONNECTING ACCOUNTS TO YOUR PLATFORM

To connect social media accounts to your platform:

- Click “Connections” tab on left side menu
- Click “Connect” button under the accounts you wish to connect
- Select appropriate connection from list and/or follow prompts



Add Connection Profiles



Login



Login



Login



Login



Login



Login