



## Social Media Quick Start Guide

This useful guide shows you step by step instructions in setting up accounts in the top 4 most popular Social Media outlets used today; Facebook, Twitter, YouTube, & Linked In.

### **How to Set Up a Facebook Account**

It seems like everyone these days is on Facebook, and you may be wondering what it takes to get your own account. After you set up your Facebook account, you will be able to keep in touch with past clients, business colleagues, potential recruits or buyers, & sellers in no time.

Instructions:

#### Step 1

Start at the homepage. When you go to Facebook.com, you see a screen that asks you to login or sign up for a free account. Click on "Sign Up," which takes you to a Web form.

#### Step 2

Fill out the form that asks for your full name, your current status, email address, a password and your birthday. You'll also have to type in a series of letters and numbers for a security check as well as check a box saying that you understand and agree to the terms of use and privacy policy. Click the "Sign up now!" button when you have completed the form.

#### Step 3

Wait for your confirmation email. Facebook sends this email to confirm your registration. When you get the email, click on the link in the email to confirm that you did in fact register for a Facebook account. You will then be logged into Facebook.

#### Step 4

Search for friends and coworkers. When you first set up a Facebook account, you have the opportunity to search your email address book for possible friends and contacts. Type in your email address and password to do a search, or try searching by a company or group name, your local MLS contacts, or civic organizations.



## **How to Set Up a Twitter Account**

Twitter is all the rage. It's a great way to keep in contact with past clients and business contacts. It's also a wonderful networking tool. While it seems that everyone you know is Tweeting, go ahead and join the bandwagon and setup a Twitter account.

Instructions:

### Step 1

Go to the Twitter by visiting [www.Twitter.com](http://www.Twitter.com).

### Step 2

Read the "What, Why and How". Before you set up an account understand what you're getting yourself into. Just because everyone is tweeting and chirping, it doesn't mean that Twitter is for you, so its best to read the what, why and how to get a better feel for what you're signing up for. Be sure to watch the Twitter video.

### Step 3

Click "Join the Conversation" to set up an account. Upon clicking the button you will be brought to the Create a Free Twitter Account page. Select an available username. It's recommended that you choose a username that represents you. This is the name by which other Twitter followers will recognize you.

### Step 4

Select a password, provide an email address, read the terms of service and click "I accept Create my account."

### Step 5

Add friends or skip it until you become more familiar with Twitter. The first screen you'll see when you successfully sign up for an account will ask you to add friends. Since you're brand new, it's best to get a little familiar with the service before adding friends. If you don't want to add friends at this time, click "skip." You can always add friends later.

### Step 6

Begin Twittering. Your new Twitter account is all set up and ready to go. You can change the appearance such as; your icon, your website, and your location by clicking on the settings tab. The amount of customization is up to you.



## **How to Set Up a YouTube Channel**

Are you ready to take your [business](#) to a brand new level? YouTube is the next wave of blogging. It is an innovative way to get your message across. Whether it's a new listing, a selling tip, or a video promoting yourself, YouTube gives you the ability to market your business on the internet.

Instructions:

### Step 1

Go To: [www.YouTube.com](http://www.YouTube.com) - Once on YouTube's webpage look in the right hand corner. If you are signed in to any type of Google application you will need to go to click on 'Sign out'. If not, proceed to the next step.

### Step 2

Click On 'Create Account' - (upper right hand corner)

### Step 3

Choose a meaningful Username - Assign a name that has letters and/or numbers with no spaces between. It can be your personal name, your business name or a name that has meaning to the focus of your personal You Tube channel. An example would be: "CatherineSellsRealEstate."

### Step 4

Fill out your date of birth - This is used to verify that you are '18 or older'.

### Step 5

Read through the additional options & conditions –You may choose to uncheck the 'Let others find my channel on YouTube if they have my email address' until your channel is completely setup. You will always have this and multiple other options to setup once inside YouTube.

### Step 6

Click on 'I accept' if you understand and agree.

### Step 7

If you have email/gmail account fill out the box: 'Click on 'Yes. Add YouTube to my Google account.' Login with your current gmail and password and click on 'Sign in'.



#### Step 8

If you have another type of email account, fill out the box: input your information- Choose a password and click on 'Create New Account and Finish'.

#### Step 9

You're now inside your YouTube account - Click on your highlighted channel name in the right hand corner and you will see what your channel looks like right now. You can start filling out your profile and researching out the many videos telling how to personalize your channel site.

#### Step 10

You are ready to post your first video on your YouTube channel!

#### Step 11

There are many different things to personalize and add to your channel, but right now you have officially completed your YouTube video channel!

- A video tip- Keep your videos to around a minute, if possible to keep your audience.

## **How to Choose The Right Type Of LinkedIn Accounts**

Choosing the right LinkedIn account is simple, but it is important to look through the different available account options. The basic account is free of charge!

Instructions:

### ***Select the Right Account for You***

#### Step 1

Visit the LinkedIn web site at [www.Linkedin.com](http://www.Linkedin.com)

#### Step 2

Log on to your LinkedIn account or create an account by clicking on the "Join Now" button.



### Step 3

Go to the home page of your account. From your home page, locate the site map, a rectangular box containing a variety of fields within it.

### Step 4

Locate the "My Account" heading, then click on the "Account and Settings" link within this heading.

### Step 5

Find the "Compare Account Types" link and click on it.

### Step 6

Read through the four types of accounts to choose from. There are "Personal," "Business," "Business Plus" and "Pro" accounts.

### Step 7

Review the chart describing the different benefits and the cost of each account type.

### Step 8

Make a selection depending on which type of LinkedIn account is right for you.

### ***Upgrade Your LinkedIn Account***

#### Step 1

Choose to upgrade to a "Business" account by clicking on the "Upgrade" button within the "Business" heading. This type of account purports to connect members to Fortune 500 executives and thousands of companies around the world.

#### Step 2

Upgrade to a "Personal Plus" account by clicking on the "Upgrade" button within this heading. The "Personal Plus" account is considered the most popular type of account and features priority access to customer service and additional introductions.



### Step 3

Choose the "Pro" account by clicking the "Upgrade" button under the "Pro" heading. The "Pro" account is moderately expensive. This account offers access to expanded profiles and up to 40 introductions at a time.

### Step 4

Review the benefits and information for your account choice.

### Step 5

Proceed to the check out by clicking on the "Continue" button.

### Step 6

Provide your payment information and include your name, address and credit card information.

### Step 7

Complete your upgrade by clicking on the "Buy Now" button.