Social Media 'Cheat Sheet'

Looking to get started on Social Media but not sure where to begin? This 'cheat sheet' will give you a step-by-step process on how to sign up for some of the Social Media platforms that we at KNAER find most useful.

Have a question? Connect with us!
Twitter: @KNAER_RECRAE
Facebook: www.facebook.com/KnaerRecrae
Website: www.knaer-recrae.ca

SIGNING UP FOR TWITTER:

1. Go to https://twitter.com/signup
2. Enter your full name, phone number and password - then click 'Sign Up for Twitter'.
3. To verify your phone number, Twitter will send you a text with a code. You will enter this code in the box provided.
4. Once you have clicked 'Sign up for Twitter', you can pick a username. Choose wisely, this name is what others will see and will represent you or your organization.
5. Double check the information you have provided is correct. If so, click 'Create My Account'.

** If you would rather sign up with Twitter using an email address, you can click the "Use email instead" link at the bottom of the Signup page **

TIPS:

Once your account is created, start following others that you are interested in. You can search people or organizations you know and then click 'Follow' to see their tweets.
If you like the content that people are tweeting about, 'like' or 'retweet' it to your followers. You can also mention them by adding their Twitter handle to your tweets. For example, to mention KNAER in your tweet, add our handle @KNAER_RECRAE.
Engage/Respond with your followers: mention other people, give them feedback, receive feedback, continue to like and retweet. Repeat.
Use hashtags to increase your presence on Twitter. For example: #KNAER2 is a hashtag we often use so our followers can search it and find relevant content.

So you're on Twitter and you find that posting full website links take up too many characters, what do you do?

1. Use a link shortener such as Bitly - not only will they shorten your links, but you can customize that link and track how many clicks each link receives. If you're part of an organization, this is especially useful.

SIGNING UP FOR BITLY:
1. Go to bitly.com
2. You can sign in with Facebook, Twitter or create an account with an email and password.
3. Click "create bitlink" and simply paste the URL into the space provided. Out pops a bitlink which is shorter and allows you to see how many people have been clicking on your link.

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CREATING A FACEBOOK PAGE:

First things first - what's the difference between a **Facebook Page** and the **Facebook Account** you already have for your personal usage?

Facebook Page: Most often represents a business or organization and managed through a Facebook Account.
Facebook Account: An account created with an email login and password. An account is created for an individual, not an organization. However, you need a Facebook Account to manage a Facebook Page.

Now it's time to create your page:

1. Once you have a Facebook Account, click on the arrow on the upper far right corner of Facebook.

2. Select a business category for your page out of the 6 options provided.
   a. Local Business or Place
   b. Company, Organization or Institution
   c. Brand or Product
   d. Artist, Band or Public Figure
   e. Entertainment
   f. Cause or Community

3. Once you select your type of organization, Facebook will prompt you to fill out step-by-step information about your organization. There are 4 steps in total:
   a. **About** - add a description, along with hours and location (if applicable) and your website URL.
   b. **Profile Picture** - this will be your display picture that others will see. Be considerate of consistent branding.
   c. **Add to Favourites** - this will allow you to have easy access to your page when you login to your Facebook account.
   d. **Preferred Page Audience** - this will help you reach new audiences.

4. Click 'Save' and you are ready to go!

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