SOCIAL MEDIA SETUP GUIDE
INTRODUCTION

The world of social media is an ever-evolving one. Each day, current platforms are revamping and new ones are launching. But this changing world of communication doesn’t have to be overwhelming. By becoming the master of your social media domain, you can achieve big gains in the marketing of your book, and we’ll show you how to do just that. Let’s start by defining social media.

Here is Wikipedia’s definition:

“Social media refers to the means of interactions among people in which they create, share, exchange and comment contents among themselves in virtual communities and networks.”

Social media is a means to
CONNECT
WITH SOCIAL MEDIA, YOU CAN:

- CONNECT WITH READERS
- PROMOTE YOUR BOOK
- ATTRACT AN AUDIENCE TO YOUR MESSAGE
- BUILD EXCITEMENT FOR YOUR PUBLICATION
One of the most powerful aspects of social media is its ability to create and build your platform. A platform is the sum total of your experiences and your perceptions; it is what you stand for and what you have to offer to your audience. A strong platform is invaluable. It allows your message to rise above the chatter of a crowded marketplace to reach your target audience. It also allows your target audience to find you! Social media will help you in both of these regards.

We’ve already discussed that social media is a means to connect. The great news is that this connection is a two-way street. Not only does social media allow you to research and find members of your target audience, it also gives you online real estate—an online presence that allows your target audience to come to you! Through this guide, we take you step by step through the process of setting up four of the top social media applications. In this guide, we will cover: Facebook, Twitter, LinkedIn, and Instagram.
### Facebook: An Online Meeting Place
Facebook is an online site where you create a personal profile and add other users as friends. Through this site you can share with your “friends” a host of different forms of communication, including messages and photos.

### Twitter: A Continuous Connection to Information and News.
Like Facebook, Twitter is an online site where you create a personal profile and add other users. In the world of Twitter, your users are called “followers.” Twitter allows you to send quick bits of information (no more than 140 characters) to all your followers plus to anyone who visits your Twitter account. Twitter is a great way to send immediate messages to a large audience.

### LinkedIn: The World’s Largest Professional Network
LinkedIn is an online site where you create a professional profile and connect with people in your same industry. Unlike Facebook, LinkedIn is primarily for career development. Think of LinkedIn as traditional career networking, only instead of attending a job mixer, you simply log online.

### Instagram: An Online Photo Album
“Follow” people you know and share photos of your life. Instagram provides basic photo-editing capabilities to give your photos artistic, vintage, or enhanced appearances.
FACEBOOK: GETTING STARTED

2. Fill out the requested info and create a password.
3. Click on **Sign Up**
After you have confirmed your email or phone number, Facebook gets you started with finding your friends. This step can be saved for later if you like and you can simply hit the Next button to continue setting up your page.
Finally, Facebook leads you to this page where there are sections to help you get started and to learn how to use your account and make the most of it.
If you need help, go to the upper right corner to the small triangle. Click that and a drop down menu will appear. Select “Help” for further assistance.
TWITTER: GETTING STARTED

1. Navigate to twitter.com/signup in your web browser of choice.
2. Fill out the requested info and create a password.
3. Click on **Sign Up**
TWITTER: GETTING STARTED

After you have confirmed your email or phone number, Twitter will ask if you’d like to add your phone number if you did not add it on the previous screen. This is not mandatory and can be skipped if desired.
Twitter: Getting Started

This screen will help you set up a username. It can be your name or the name of your business. You can always change it later. The page will also tell you if the username you select is available and offer suggestions of suitable usernames. Also, this is not mandatory and can be skipped and completed later if desired.
TWITTER: GETTING STARTED

This is what your twitter homepage looks like. You can see who to follow on Twitter, upload a profile picture and make your first tweet.
**TWITTER: GETTING STARTED**

**support.twitter.com**
This is the Twitter Help Center. Here you will find all the resources you need to maximize Twitter’s capabilities.

Twitter also sends out emails to give you tips and make sure you are getting the most out of your account.
1. Navigate to www.linkedin.com
2. Fill out your information
3. Click on Join now
After verifying your account and answering a series of questions, you can go here for additional help on how to get the most out of your account. 
www.linkedin.com/help/linkedin

There are several help topics and resources to get your account up and running.
1. Navigate to www.instagram.com
2. Fill out your information
3. Click on **Sign up**
After you create the account, you will come to this page where you can set up a profile photo and see who you’d like to follow.
help.instagram.com is a place where you can find all the resources to help you get the most out of your account. There are several help topics listed to the left along with a frequently asked questions section along with what’s new in Instagram.
On the left there is a category called “Using Instagram”. After clicking on that, this menu appears and it covers every topic associated with using your Instagram account.