

Social Media Accounts Setup Checklist

Facebook

- Go to facebook.com/pages and create a page
- Become an Admin on Facebook.
- Write the organization bio using key terms
- Fill in info using website
- Add Links:
 - Website Link
 - Add Twitter Link
 - Add YouTube Link
 - Add Linked In Link
 - Add Blog Link
- Add Tabs (donate, adoptable animals, volunteer info, etc.) relevant to your org
- Upload Facebook Profile image and Cover Photo
- Claim custom URL

Twitter

- Create Twitter handle (@yourname)
- Create Twitter account using an organizational email address
- Write Twitter bio using key terms
- Upload Twitter profile pic/icon
- Upload Twitter background (make sure Facebook, LinkedIn, Blog, Website, and contact Info are included in background)
- Start following influencers
- Place relevant #hashtag in the organization bio for city or anything else that is relevant.

YouTube

- Create YouTube account/channel using organization email account
- Write YouTube bio using key terms
- Follow five (5) relevant channels from influencers
- Change background colors to fit organization
- Upload customized background
- Upload avatar
- Write YouTube organization description using key terms

LinkedIn

- Set up account
- Add LinkedIn Organization page
- Write LinkedIn org bio using key terms
- Add organization logo
- Add location
- Link Twitter account
- Add Blog feed
- Fill out rest of profile (# of employees, etc.)
- Add Tweets plug-in to personal profile
- Add Facebook plug-in to personal profile
- Add all relevant products/services (should at least have 1)
- Join at least five (5) relevant groups with LinkedIn profile (if applicable)