



Social Media Start-up Cheat Sheet

How to Create a Facebook Business Page:

1. Go to <http://www.facebook.com>
2. At the very bottom of the page click on [Create a Page](#) for a celebrity, band or business.
3. Choose your type of Page. Most common choice: Local Business or Organization
4. There it will ask you to Name your place, choose a category of what type of Business you have, put in your address and basic information.
5. Your Page is then created but not Public. Don't Like your Page until all information has been entered. It will become public on the first "Like."
6. You can Edit your page by clicking on the button on the Top right hand side.
7. From there you can....
 - a. Edit settings
 - b. Add Administrators
 - c. Update Basic information
 - d. Add Featured "Likes" (Pages your Business Page finds interesting and helpful. Start out by "Liking" the Travel North Dakota Facebook page).
 - e. Add photos
 - f. Upload video
 - g. Create status updates and content.
 - h. Facebook Advertisements
8. We suggest having an idea of what photos you want to use and what you want to say, prior to creating a Facebook Page. Try creating a Post Plan that serves as "filler content" and keeps your goals up front. You can also try keeping a content calendar so you know what you have going on for each month.

Twitter:

1. Go to <http://www.twitter.com/>
2. Sign up for an account.
 - a. Username is what people will see when connecting with you on Twitter. Think carefully on what makes the most sense to describe your business/organization.
 - b. Try to keep your Username short.
3. From there pick out what interests you as your business. Tourism, Travel, and North Dakota are a few ideas to get you started.
4. Twitter suggests that you follow the first 10 people that have the same interests as you. Odney suggests trying this as you can go back later and "unfollow" someone if they don't provide good content or have different interests.
5. Twitter asks that you Search the other services you use to discover which of your friends are already using Twitter. You can start by following TravelND.
6. From here you can...

- a. Set up your profile
 - i. Add a Picture and Bio
 - ii. Upload a Personalized design for your feed
- b. Connect with others by following, RT-ing (Re-tweeting) someone and checking out the Who To Follow Tab at the top of your screen.

Blog:

1. We recommend <http://wordpress.com/>
2. Click on the Sign up now button on the upper right hand side.
3. You'll need to create a Blog address and Username. These will be the same. You will need to fill out basic information as well. You'll have the option of using the FREE version of Wordpress or to pay \$17 a year so it will take out the word: Wordpress in your domain name.
4. You will need to activate your account by following the email sent to you.
5. From here you can...
 - a. Update your profile information
 - b. post Blog entries
 - c. Add photos
 - d. Add links to your website
 - e. Select a design theme
 - f. Update your bio
 - g. Subscribe to other blogs- you can start by subscribing to <http://legendarynd.wordpress.com/>

YouTube:

1. Go to <http://www.youtube.com/> and click on create an account on the top right of your screen.
2. Here it will ask for basic information- email address, Username etc.
3. Signing up for YouTube means creating a Google Account that you can use to access YouTube, iGoogle, Picasa and many other Google services. (We suggest to create an account as your organization that is not tied to one individual).
4. You will need to confirm your new account
5. You can now...
 - a. Upload videos
 - b. Subscribe to Videos- You can subscribe to <http://www.youtube.com/legendarynd>

Flickr:

1. Go to <http://www.flickr.com/> and click create your account on the upper right hand corner.
2. You can sign in through a Yahoo ID or through Facebook or Gmail. Again, we suggest that you create an account as the organization that is not tied to one individual. (You may need to confirm some basic information)
3. Create a Username
4. From there you can personalize your account with pictures, bios and more.

Foursquare:

1. Go to <http://foursquare.com/> and "Join Now"
2. You will need to fill out the basic information section.
3. You can add friends and invite friends to connect with you on Foursquare.
4. Now you can....

- Claim your venue
 - Search for your venue. If it doesn't exist yet, you can create it. *(Make sure you've read the style guide and house rules before saving your changes).*
 - On the orange banner click "Claim here"
 - You'll need to complete 2 steps:
 - **Step 1 - Confirm your business information**
 - In order to give the power to create specials for your venue, Foursquare needs to confirm that you're the person in charge of managing your venue. (They will call you to confirm).
 - By claiming your venue, you'll also get exclusive access to the stats Foursquare collects for your venue — how many people check in on what days and times, and lots of other goodies.
 - **Step 2 - Create your first special**
 - Foursquare offers a few choices for how users can unlock your special:
 - Mayor specials can be unlocked only by the Mayor of your venue (the user who has checked in the most in the last 60 days). Count-based specials are unlocked when a user checks in a certain number of times.
 - ("... on your 10th check-in") Frequency-based specials are unlocked every so many check-ins.
 - ("... every 5th check-in") Wildcard specials are always unlocked, but your staff has to verify some extra conditions before awarding the special.
 - ("Free drink with purchase of an entree when you check in")
More to come! A few more things to keep in mind
 - You can have one active special at a time
 - While you can create multiple specials for your venue, initially you'll only be able to have one special live at a time. But fear not! The Manage Specials page will make it easy for you to turn specials on and off.
 - When you create a new special, it'll have to be approved by Foursquare's team of small business specialists. The moment your special is approved, they'll fire off an email to you with a link that will whisk you away to your Manage Specials page, where you'll be able to make that special live.
- Encourage others to...
 - Add Tips
 - Add Things to Do
 - Encourage people to check in
 - Award your mayor and other major customers who check in with a small incentive.
 - Upload pictures of your venue