



# SETTING UP YOUR **BUSINESS SOCIAL ACCOUNTS**

What's a business' legitimacy without the business social accounts and tools to follow? Social media is one of the most effective mediums to use to market your products and services, enticing new interested clients and retaining any existing. Business social accounts come with helpful analytical tools that can help you track your business' engagement and progress as you go further with your music career. Find out how you can create an Instagram, Facebook, Twitter, and TikTok business account, and how you can utilize each to the fullest to track your growth and engagement.





## Facebook

At this point, Facebook is like the grandfather of social media (that could have something to do with the amount of older people that have taken over the platform, but you get the point). Setting up a Facebook business account is great for search engine optimization, building a community amongst your followers, and is the perfect tool for learning about your target audience. You can get a free Facebook business page in just MINUTES, either through setting up a brand new account or converting your current Facebook account in a business account.

### Setting Up a Brand New Facebook Business Account:

- 1** Go to [business.facebook.com/create](https://business.facebook.com/create) and select Create Account.
- 2** Enter your name and confirm your identity with Facebook login credentials.
- 3** Follow the prompts to create your business account.

### Converting Your Current Facebook Account to a Business Profile:

- 1** Backup your data. When you convert your profile to a business page only your profile photo and friends (converted to likes) will be moved to your new page, No other data is moved to your page. You can download your data from the account settings page:
  - Click accounts menu at the top right of any Facebook page and select Account Settings
  - Click General in the left-hand column
  - Click on "Download a copy of your Facebook data"
  - Click Start My Archive
- 2** Change your profile name and address to reflect your business.
- 3** Convert your personal profile to a business profile.





## Instagram

Converting your Instagram to a business profile is extremely easy and extremely useful for tracking engagement and growth. With an Instagram business profile, you look at useful insights from the last 7 or 30 days, including accounts reached, number of content interactions, follower gains and loss, and how your content interactions compare to previous periods of time. If you have your Facebook Business profile set up and connected to your Instagram, you can even send out paid Instagram ads to promote your albums, singles, and/or services. To convert your Instagram profile to a Business account, do the following steps:

- 1** Go to your profile and tap  in the upper right corner.
- 2** Tap  Settings.
- 3** Tap Account.
- 4** Tap Switch to Professional Account.
- 5** Tap Business.
- 6** If you'd like, you can follow the steps to connect your business account to a Facebook Page associated with your business. This step is optional, and will make it easier to use all of the features available for businesses across the Facebook family of apps. At this time, only one Facebook Page can be connected to your business account.
- 7** Add details, like your business category and contact information.
- 8** Tap Done.





## Twitter

While Twitter doesn't have a business feature that you can convert your profile to, you can optimize your profile to establish your brand and business presence on Twitter. According to [Business.Twitter.com](https://business.twitter.com), here are four steps you can take to optimize your Twitter profile to the fullest for your business.

### 1 Your Profile and Header Photos

Your profile and header photos are one of the first things visitors see when visiting your profile. Make sure you upload clear, high quality photos that represent your brand and that fit the proper dimensions of Twitter's profile picture and header. The profile picture should be able to fit well in a small circular space, and should be 400x400 pixels. The header should be an ever changing campaign, promoting your latest track, album, or deal. The header image should be 1500x1500 pixels.

### 2 Your Display Name and @ Name

Your account @name is what comes after the "@". It's unique to you, appears in your profile URL, and is tied to everything you do on Twitter. It can contain up to 15 characters and should be directly associated with the name of your business. Your display name appears right above your @name and can be changed at any time. A best practice is to have this be the name of your brand or business. It can contain up to 50 characters.





### **3 Your Bio**

In 160 characters, you have the chance to introduce yourself and your brand to the world. Be sure to include your website link and your location, as well as many new singles, albums, or deals you'd like to promote.

### **4 Your Pinned Tweet**

Your pinned tweet is what you'd like your followers to focus on. It sits at the top of your Twitter page, and is the first piece of content that visitors will see. Be sure to constantly update your pinned tweet to reflect your latest album launch, merchandise release, track, or promotion you're running.





## TikTok

Let's be frank - if you aren't marketing yourself on TikTok you're doing your business a disservice. TikTok is the perfect platform for getting discovered overnight, and its algorithm tends to favor smaller creators. TikTok For Business allows you to unleash your creative side and show off your creations. With a TikTok Business account, you can tap into unique engagement solutions and authentically connect with audiences around the world. TikTok Business allows you to view real-time metrics on content performance to make data-driven decisions and features insights about your follower base so you can understand who they are. To set up a free business account, simply follow these three steps.

### 1 Get on TikTok

Download the TikTok app from the App Store or Google Play store. Once the app is installed on your phone, tap to open it. Tap "Me" in the bottom menu bar, then click "Sign Up" to register with your phone number, email address or a registered social media account.

### 2 Set up a free Business Account

Within the app, click "..." on top right of the "Me" page, then click "Manage my account" and select "Business Account" under the "Switch to Pro Account" option. Choose the category that best fits your business to receive customized content, events and solutions.

### 3 Create and get discovered

You're all set! You can start posting content using TikTok's suite of creative tools, and share information about your products and services.

