



Managing Your Social Media Accounts

Prepared By

Jerry Roxas

Founder & CEO

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Purpose

The purpose of this document is to provide step by step instructions on how to manage your social media accounts yourself. To be competitive in today's marketplace, you must have an **active** social media presence that continually establishes nurtures and builds relationships with potential customers. This means posting and interacting with your online followers and fans on a regular basis.

NOTE: This document is a very general overview on how to post to your social media profiles. Social media strategies are complex, ever changing, different for every business, and requires significant time, effort and energy to maintain. Although MyDigiBrand provides social media strategies and maintenance to its clients, it is virtually impossible to create a document that conveys the numerous techniques and strategies it employs on behalf of its clients.

Basic Social Media Tips

Listed below are some basic social media tips that generally apply to all social media platforms. The social media landscape is constantly evolving, and new techniques, tips and strategies are always being developed. Please be sure to follow MyDigiBrand on our social media to stay current on the social media landscape.

1. Be consistent, not sporadic. It's actually more harmful to start engaging people on social media, and then to disappear for short periods of time. People will start following you with the expectation of having access to information that they want or need. Don't leave them hanging.
2. Post on a regular basis. There are many schools of thought on this, and MyDigiBrand subscribes to what we like to call the relevancy theory. This simply means that by posting relevant content at least 3-4 times per week, we are viewed as a valuable resource to both our social media fans and the search engines.
3. Hashtag, hashtag, hashtag. Hashtag on ALL social media outlets. If they aren't using hashtags, they will soon. MyDigiBrand was hashtagging on Facebook 60 days before they started utilizing them.
4. Be engaging in your posts. Stir the pot and the conversation, so to speak.
5. Respond quickly. You should always respond to any feedback, positive or negative, within 24 hours minimum.
6. One of the most common misconceptions about posting to your social media profiles is that you are only communicating with those who are currently following you. This is completely FALSE. By posting relevant content, you are also attracting people who are seeking out the information that you have to provide, and trying to get them to Like and follow your business!

Social Media Accounts

Depending on your company and target market, MyDigiBrand may have created a variety of social media profiles for you, to help establish and maintain your online brand. Listed below are the different social media outlets, along with useful tips on how to manage them.

Facebook Page

Facebook Pages are a page on Facebook that is designed solely for a business to communicate with Facebook users.

To post to Facebook, do the following:

1. Go to your Facebook page (i.e. <https://www.facebook.com/mydigitalbrand>)
2. Be sure that you are posting and responding as your business, and NOT as yourself! You can verify this by checking the statement right below the search box at the top of the screen.
3. Scroll down to right below your profile image, and you will see a box that says 'What have you been up to?'. Click inside the box, and type what you would like to post. **NOTE: Be sure to use hashtags!** You can also click on the Photo/Video and/or Offer, Event tabs to post those types of info.
4. Click on the 'Post' button.

To respond to requests on your Facebook page, do the following:

1. Go to your Facebook page (i.e. <https://www.facebook.com/mydigitalbrand>)
2. Be sure that you are posting and responding as your business, and NOT as yourself! You can verify this by checking the statement right below the search box at the top of the screen.
3. Under the 'Page Manager' title at the top of the screen, you will see a 'Notifications' link. If you have any new notifications, a red box with a number will appear beside it.
4. If you have new notifications, click on the 'Notifications' link to view them.
5. Now to the right of the Notifications, click on the 'See All' link. You will now see a list of all your Facebook page notifications, such as new Likes, comments, posts and messages.
6. Simply click on the one that you want to respond to, and enter your response.

Twitter

Twitter is a micro-blogging service that allows you to broadcast short messages, pictures, links and videos to the world. Tweets are limited to 140 characters in length.

To send a Tweet:

1. Login to Twitter (www.twitter.com);
 - a. Username: Your social media handle provided to you by MyDigiBrand
 - a. Password: The password that was provided to you by MyDigiBrand
2. On the left hand side, you will see a box that says 'Compose new Tweet'. Click inside that box. You may also click on the square with the feather in it in the top right hand corner.

3. Type in the message that you want to broadcast. If you want, you can add a photo to your Tweet by clicking on the camera image. NOTE: Tweets are limited to 140 characters.
4. Click on the Tweet button to send your message.

To respond to a Direct Message (DM):

1. Login to Twitter (www.twitter.com);
 - a. Username: Your social media handle provided to you by MyDigiBrand
 - b. Password: The password that was provided to you by MyDigiBrand
2. At the top of the screen on the right hand side, there is an envelope. If you have a new DM, you will see a number over the envelope, indicating the number of new direct messages you have. To view your direct messages, click on the envelope.
3. A window will open that shows you all of your DM's. Click on the DM that you want to respond to.
4. Type in your response (again, it's limited to 140 characters), and then click on the 'Send message' button.

To respond to Notifications:

1. Login to Twitter (www.twitter.com);
 - a. Username: Your social media handle provided to you by MyDigiBrand
 - b. Password: The password that was provided to you by MyDigiBrand
2. At the top of the screen on the left hand side, there is a bell. If you have new Notifications, you will see a number over the bell, indicating the number of new notifications you have. To view your notifications, click on the bell.
3. Notifications consist of a variety of actions, such as:
 - a. New followers. As a courtesy, you should always follow people who have followed you;
 - b. People adding you to Lists. You can ignore these notifications;
 - c. People favoriting your Tweets. You should always make sure you add people who favorite your Tweets;
 - d. People Retweeting your Tweets. You should always thank people for retweeting your Tweet and spreading your message; and;
 - e. People who mention you in one of their Tweets. You should always thank people who mention you in a Tweet.

Instagram

Instagram is a photo/video blogging service that allows you to broadcast photos/videos and short messages to the world.

To post a photo on Instagram:

1. Login to Instagram (www.instagram.com);
 - b. Username: Your social media handle provided to you by MyDigiBrand
 - c. Password: The password provided to you by MyDigiBrand

2. Click on the camera icon in the bottom center of your screen;
3. The Instagram camera feature will appear. You can do any of the following:
 - a. Take a new picture using the Instagram camera feature;
 - b. Take a new video using the Instagram video feature; or
 - c. Choose an existing photo from your photo library.
4. Once you have the photo or video, you perform the following edits on it:
 - a. Scale and/or crop it;
 - b. Apply a filter to it;
 - c. Enter a note on it. NOTE: Be sure to use hashtags!; and
 - d. Share it on other social media like Facebook, Twitter and Tumblr.
5. Once you have edited your photo, click on the Share button.

Responding to comments and/or likes on Instagram:

1. Login to Instagram (www.instagram.com);
 - a. Username: Your social media handle provided to you by MyDigiBrand
 - b. Password: The password provided to you by MyDigiBrand
2. On the bottom of the screen, there is a bubble with a heart in it. If you have new notifications, a number will appear over that bubble. To view the notifications, click on the bubble.
3. To respond to any comments, simply click on the appropriate image in the right hand column;
4. At the bottom of the screen, click on the 'Comment' button;
5. Enter your comment. If you would like to 'tag' a specific person in your comment, use the @ and start typing their name.

Pinterest

Pinterest is a photo micro-blogging service that allows you to 'pin' existing photos, as well as upload and share your own photos, with the world.

To pin an image on Pinterest:

1. Login to Pinterest (www.pinterest.com);
 - a. Email address: The email address provided to you by MyDigiBrand
 - b. Password: The password that was provided to you by MyDigiBrand
2. In the upper right hand corner, click on your name. A drop down menu will appear.
3. From the drop down menu, click on 'Your Profile & Pins'.
4. Click on any of the boards that you would like to pin an image into. If you do not have any boards, you can click on the 'Create a board' option.
5. Click on the box that says 'Add a Pin'
6. From here, you can either pin an image from an existing website (The Web), or upload an image from your computer (Your computer).
7. Select the appropriate option and then follow the step by step instructions.

WordPress

WordPress is a leading blog site that allows you to post a multitude of content (i.e. articles, pictures, videos, etc.) for the world to see, follow and comment back.

To make a post on WordPress:

1. Login to WordPress (www.wordpress.com);
 - a. Username: Your social media handle provided to you by MyDigiBrand
 - b. Password: The password that was provided to you by MyDigiBrand
2. In the upper left hand corner, click on 'My Sites'. A listing of all of your WordPress blogs will appear.
3. On the appropriate blog, click on the 'Dashboard' option. Your blog dashboard will appear.
4. On the left hand sidebar menu, click on the 'Posts' option. A listing of all of your posts will appear.
5. At the top of the screen, click on the button that says 'Add New'.
6. Enter an appropriate title for your post, and then enter the body of your post.
7. When finished, click on the 'Publish' button to publish your post.

Tumblr

Tumblr is a leading blog site that allows you to post a multitude of content (i.e. articles, pictures, videos, etc.) for the world to see, follow and comment back.

To make a post on Tumblr:

1. Login to Tumblr (www.tumblr.com);
 - a. Email: The email address provided to you by MyDigiBrand
 - b. Password: The password that was provided to you by MyDigiBrand
2. Across the top of the screen, click on the type of post you would like to add to your Tumblr blog.
3. Enter in your title and body, and then click on the 'Post' button in the lower right hand corner.

Google+ Page

Google+ is Google's social media network. Google+ allows you to post a multitude of content (i.e. articles, pictures, videos, etc.) for the world to see, follow and comment back.

To make a post on Google+:

1. Log onto your Gmail account (www.gmail.com)
2. In the upper right hand corner, click on the image of nine (9) boxes in a square. A drop down menu will appear. Click on the Google+ icon (the g+).
3. A new tab will open, displaying your Google+ home page. In the left hand corner, click on the 'Home' button. A drop down menu will appear.
4. From the drop down menu, click on the 'Pages' option. A page will appear that lists all of the Google+ pages that you are a manager of.
5. On the appropriate Google+ page, click on the button that says 'Manage this page'.

6. You will now see the Google+ page management for that page. Just below your company info, you will see an option to 'Share what's new'. Type in the information that you would like to post, and then click on the 'Share update' option.

YouTube

YouTube is a video sharing service owned by Google. If MyDigiBrand created a YouTube channel for you, then either you provided us with a valid Gmail address, or we created a Gmail address on your behalf.

To upload a video to YouTube:

1. Log onto your Gmail account (www.gmail.com)
2. In the upper right hand corner, click on the image of nine (9) boxes in a square. A drop down menu will appear. Click on the Google+ icon (the g+).
3. A new tab will open, displaying your Google+ home page. In the left hand corner, click on the 'Home' button. A drop down menu will appear.
4. From the drop down menu, click on the 'Pages' option. A page will appear that lists all of the Google+ pages that you are a manager of.
5. On the appropriate Google+ page, click on the button that says 'Manage this page'.
6. You will now see the Google+ page management for that page. Scroll down to the YouTube section, and click on the button that says 'Go to Channel'.
7. A new tab will open to your YouTube channel. In the upper right hand corner, click on the button that says 'Upload'.
8. You may now drag and drop the video that you would like to upload to the appropriate area, and then follow the instructions to post your video.

Yelp

Yelp is one of the most popular online business rating systems in the U.S. It allows users to read reviews and ratings of businesses before they do business with them. According to studies, 85% of consumers with access to the Internet use the Internet to find and research local businesses. Since Yelp is consumer based, it allows consumers to post reviews about your business even if you don't have a Yelp account.

To respond to Yelp reviews:

1. Log onto your Yelp business account (<http://biz.yelp.com>)
 - a. Email: The email address provided to you by MyDigiBrand
 - b. Password: The password that was provided to you by MyDigiBrand
2. On the left hand side, click on the option that says 'Reviews'. A listing of all of your reviews will appear.
3. You can now choose to add a public comment or send a private message to the person that posted the review.

NOTE: It is not recommended that you respond frequently to positive reviews on Yelp, as it appears staged. It is recommended that you responded ASAP to negative reviews in a professional, polite manner. Please keep in mind that a response to a negative review is intended more for the public that is reading your reviews, rather than the person that posted the negative review itself.