



SOCIAL MEDIA CHEAT SHEET



This cheat sheet will guide you through how to set up the social media accounts for your business, on the three main social media channels; Facebook, Twitter & LinkedIn.

FACEBOOK

Facebook is the biggest social media platform in the world and it's near enough guaranteed that your audience will be on this platform. That's why it's important that your business has a presence on Facebook as lots of people will do their research on brokers before they commit.

- Before you can create a business page on Facebook, you need to have a personal Facebook profile. If you have one, great, simply log in! If you don't have one, you can [sign up here](#) and follow the steps. It's up to you if you want to use your own profile or create a new one just for managing the page, either option is fine.
- Once you have logged in, you can start to create a business page. Click on the little arrow in the top right corner of the Facebook navigation bar and from the drop down menu select create page.
- Now you will be presented with 6 types of page you can make. For small to medium sized brokers, you will want to choose the 'Local business or place' page type. Click on 'Local business or place' and fill out:

The page name - This will be the name of your company.

The page category - If you start to type in mortgage, the mortgage broker option should appear.

Your address - Enter your address as this will be used to pinpoint your business and allow people to find your business.

- Great! Now you have created your business page, it's time to make it look good. First of all you will want to add a profile image which should be your business logo or if you don't have a logo, a professional picture of yourself or team. The ideal size for a profile picture is 360 x 360 pixels. The header image can be something that is related to your business such as a team picture, it could be something to do with your brand or maybe it's a picture of your office location or hometown. The ideal size for a header image is 820 x 312 pixels. Remember these images are what people will see first when landing on your page so make sure they are high quality and relevant.
- Next it's time to add some copy to your business page and there are a few different types of copy you will want to create. First of all click on the about section from the menu on the left hand side. From the about screen you can start to add as much info as



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possible about your business including things like contact details, services offered and your overall story. Spend some time thinking about how you want to portray your business here, as this is what potential clients will be reading. Once you are happy with this section make sure you click save.

- Congratulations, you have built your company Facebook page. The only thing left to do now is promote it to your clients and start posting content on it.
- Don't forget to ask for Facebook reviews! Most prospects will do their due diligence before choosing a broker. If you have lots of 5* reviews in comparison to a broker who has non or very few, the prospect is likely to favour your business over the competitor. Don't forget to use our **handy review email generator** - it's designed to make your life easier and provides a templated email for you to share with your clients!

TWITTER

Twitter might not be the biggest social media platform, but it is certainly the most conversational and engaging. Unlike Facebook and LinkedIn, there are no separate business and personal profiles,

so you will have to set up a Twitter profile for your business, the same as you would set up a personal Twitter (if you have one).

- First of all, you do not need to have a personal Twitter account to set up a business Twitter profile. So head **over here to sign up**.
- You will be asked to enter your name, and in this case it should be your businesses name not your own - don't worry as you can change this later. You will also be asked to sign up using either your phone number or email address - this is all down to your own personal preference.
- Next you can select a username for your account and this is a unique identifier on Twitter. All usernames start with @. For most businesses, their username matches their business name, for example @accordmortgages. If you find that your business name has already been taken or is too long then you can add additional numbers or text or you can shorten part of it for example @accordmortgages1 @accordmortltd.
- After you have chosen a username, you will be prompted to pick topics you are interested in and accounts you may want to follow. You have the option to skip this.

- Now you will be taken to your new business Twitter account and like Facebook, you have to make it look and sound good. First of all, add a profile picture and header image to your profile. Try and keep this consistent with what you have on your other social channels - if you are using a logo as a profile picture on Facebook, use it as a logo on Twitter and LinkedIn too. By keeping everything uniform it makes your brand look stronger and more consistent online. The profile picture on Twitter is 400 x 400 pixels and the header images are 1500 x 500 pixels.
- Next you should fill in the bio section on the left hand side. You only get 160 characters to play with so make sure it is concise and to the point.
- Next fill in your location and your website link - this will enable people to click straight through to your website. Also this means that you don't have to add your website into your bio.
- You will be asked to verify your account by either email or phone number - make sure you do this as your account will eventually be deleted if you leave it unverified for too long.
- Next... Get tweeting! And start following people in your industry!



LINKEDIN

LinkedIn is the network for professionals and is growing its user base very quickly. People go to LinkedIn to get the latest industry news, network with others and show off their work life and accomplishments. Like Facebook, you can set up a separate company page for your business.

- First of all, you are going to need to have a personal LinkedIn profile to set up a company page. If you don't have a profile, you can [create one here](#).
- Once you've logged in, click on the work section in the navigation bar top right, and from the drop down menu, select create a company page.
- Enter your company name and create a LinkedIn public URL (this can just be your company's name).
- Verify that you are an official representative of the company by checking the box.
- You will then be taken to your new company page which initially will be a completely blank slate. Once again, the first thing to do is to upload a profile picture and header

image. It's important that your profile picture is high quality and relevant as anyone who works at your company on LinkedIn will have this logo on their own personal profile. The size for a profile image is 400 x 400 pixels on LinkedIn. The header image is sized at 1584 x 396 pixels.

- Now it's time to fill in the about section. Fill in as much of this as possible as it is what people who visit your company page will see. It's required that you fill out:

A company description - the story of your company and what you offer

Your company size

Your industry

Your company type

At least one company address

You can also add company specialities although these aren't required.

- Once you are happy with how your page looks and sounds, save everything and invite your team and clients to follow the page.