

WELCOME TO

SOCIAL MEDIA

FAST TRACK



Rei Rockstars

Virtual Marketing Experts



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Flip

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Social Media Fast-track Concept

The Social Media Fast-track Program was designed to provide you with an easy to follow, step by step process of getting connected with your friends and clients via numerous social media venues and search directories.

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Social Media Fast-track

Setting Up The Major Social Media Sites

Objectives:

- 1) Setting Up Facebook
- 2) Setting Up Twitter
- 3) Setting Up Youtube
- 4) Setting Up LinkedIn
- 5) Setting Up Google+
- 6) Setting Up Local Directories

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Social Media Fast-track

Setting Up The Major Social Media Sites

Objectives:

- ➔ **1) Setting Up Facebook**
- 2) Setting Up Twitter
- 3) Setting Up Youtube
- 4) Setting Up LinkedIn
- 5) Setting Up Google+
- 6) Setting Up Local Directories

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Introduction to Facebook

Facebook

What Is It?

It is a social networking website that was first launched in 2004.

Why Is It Important?

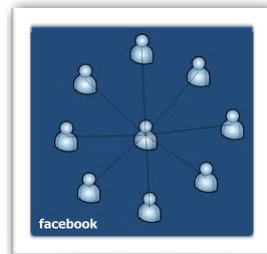
Almost half of the U.S. population has an account and there are over 800 million accounts worldwide. Facebook is ranked as the most used social networking service by worldwide monthly users.

Introduction to Facebook



20 Million
Facebook apps installed each day...

Average facebook user is connected to **80**
community pages, groups or events...



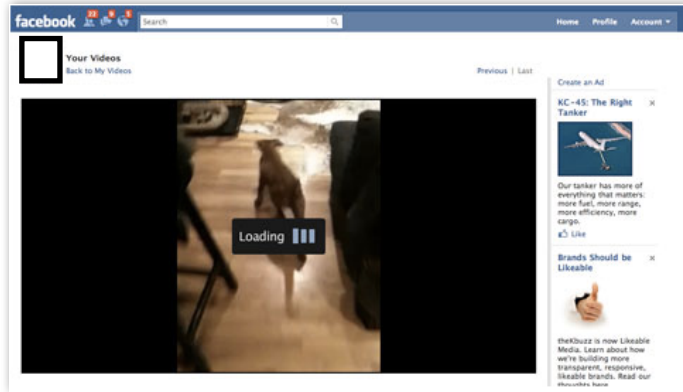
30 Billion 
Pieces of content shared on facebook
each month (links, notes, photos, videos, etc)



Objective 1 Setting Up Facebook

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Introduction to Facebook



2+ Billion

Videos watched per month on facebook

36 Billion

Photos uploaded to facebook per year...



Objective 1 Setting Up Facebook

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Step
1

Go to facebook.com and sign up for a free account

The screenshot shows the Facebook homepage with the sign-up form highlighted. The form includes fields for First Name, Last Name, Your Email, Re-enter Email, and New Password. It also has dropdown menus for Sex, Month, Day, and Year. A green 'Sign Up' button is at the bottom of the form. A red arrow points from the top right of the page to the sign-up form.

facebook

Email Password Log In

Keep me logged in [Forgot your password?](#)

Heading out? Stay connected
Visit facebook.com on your mobile phone.

Get Facebook Mobile

Sign Up
It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am:

Birthday:
Why do I need to provide my birthday?

By clicking Sign Up, you are indicating that you have read and agree to the Terms of Use and Privacy Policy.

[Create a Page for a celebrity, band or business.](#)

English (US) Español Português (Brasil) Français (France) Deutsch Italiano العربية हिन्दी 中文(简体) 日本語 ...

Facebook © 2012 · English (US) Mobile · Find Friends · Badges · People · Pages · About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help

Objective 1 Setting Up Facebook

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Step
2

Import your contacts from Yahoo, Windows Live Hotmail, AOL, or any other email service.

Step 1
Import your contacts

Step 2
Profile Information

Step 3
Profile Picture

Are your friends already on Facebook?

Many of your friends may already be here. Searching your email account is the fastest way to find your friends on Facebook.



Yahoo!

Your Email:

Find Friends



Windows Live Hotmail

Find Friends



AOL

Find Friends



Other Email Service

Find Friends

Skip this step

Objective 1 Setting Up Facebook

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Step
3

Fill in your profile information for High School, College, and Employer and Press "Save & Continue"

Step 1 Import your contacts Step 2 Profile Information Step 3 Profile Picture

Fill out your Profile info
This information will help you find your friends on Facebook.

High School:

College/University:

Employer:

◀ Back Skip · Save & Continue

Objective 1 Setting Up Facebook

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Step
4

Upload a picture from your computer for your profile or you can take one with your webcam.

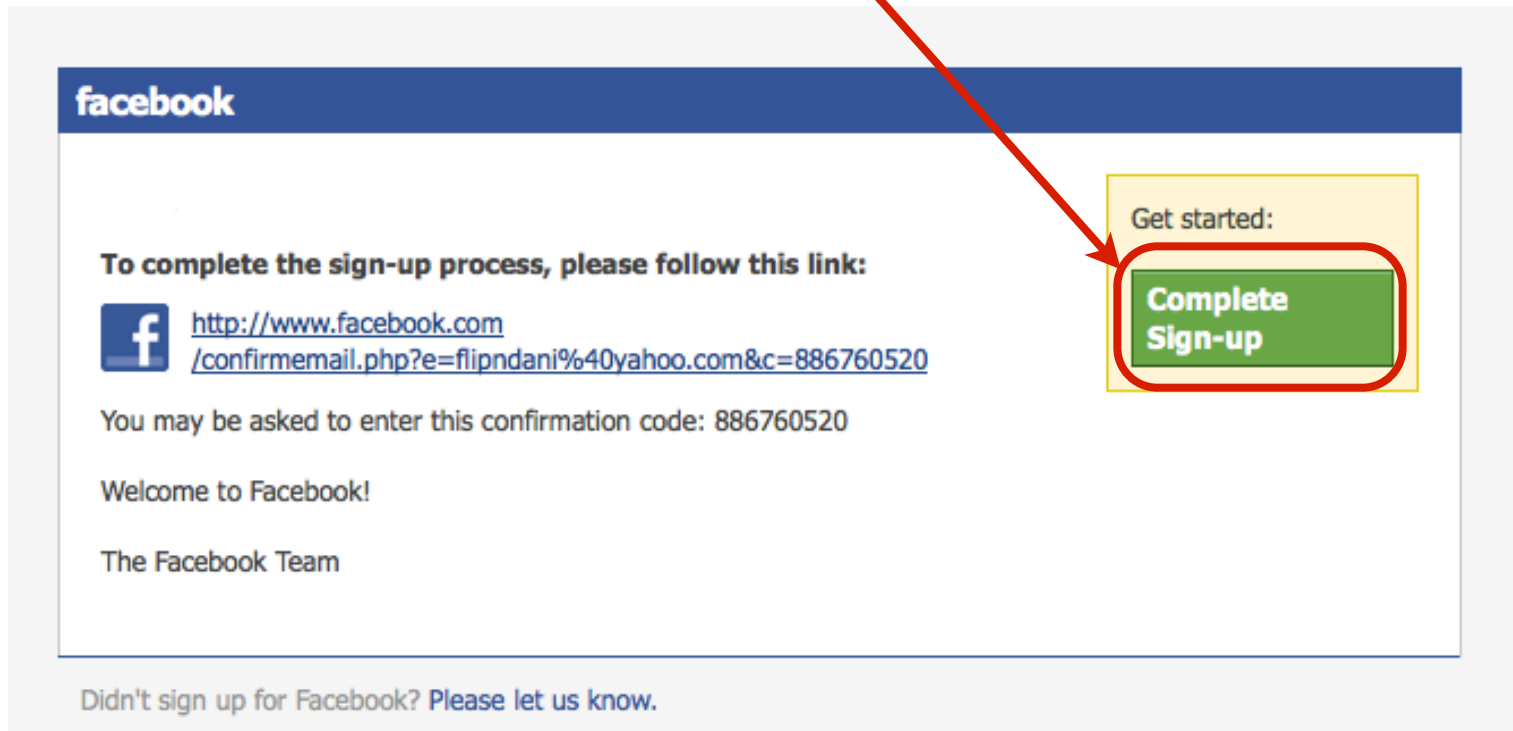
The screenshot shows the 'Set your profile picture' screen in Facebook. At the top, there is a progress bar with three steps: 'Step 1 Import your contacts', 'Step 2 Profile Information', and 'Step 3 Profile Picture'. The main area contains a placeholder for a profile picture on the left and two options on the right: 'Upload a Photo From your computer' and 'Take a Photo With your webcam'. Below these options is a 'Skip · Save & Continue' button. A 'Back' button is located at the bottom left. Red circles with numbers 1 and 2 are placed to the right of the screen. Red arrows point from circle 1 to the 'Upload a Photo' button and from circle 2 to the 'Take a Photo' button. The 'Skip · Save & Continue' button is also circled in red.

Objective 1 Setting Up Facebook

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Step
5

Check your email account that you used to set up the account for a verification email. Click the "Complete Sign-Up" box to continue your registration.



Objective 1 Setting Up Facebook

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Step
6

Now your profile page is completed. At the bottom of your Facebook page, click on "Create a Page" to start your business page.

Objective 1 Setting Up Facebook

2 Upload a profile picture

Upload a Photo
From your computer

OR

Take a Photo
With your webcam

3 Find people you know
Search by name or look for classmates and coworkers.

Enter a name or email

People You May Know [See All](#)

- Ron Schlimmer** [Add Friend](#)
- Sherri Alter** [Add Friend](#)
- Harland Blaine Herron** [Add Friend](#)
- Ai Robison (山口 愛)** [Add Friend](#)

Facebook © 2012 · English (US) [About](#) · [Advertising](#) · [Create a Page](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

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Step
7

Click on the selection that best fits your business. Choose your category and fill in your business name. Make sure to agree to Facebook Pages Terms and click "Get Started"

Objective 1 Setting Up Facebook

Create a Page

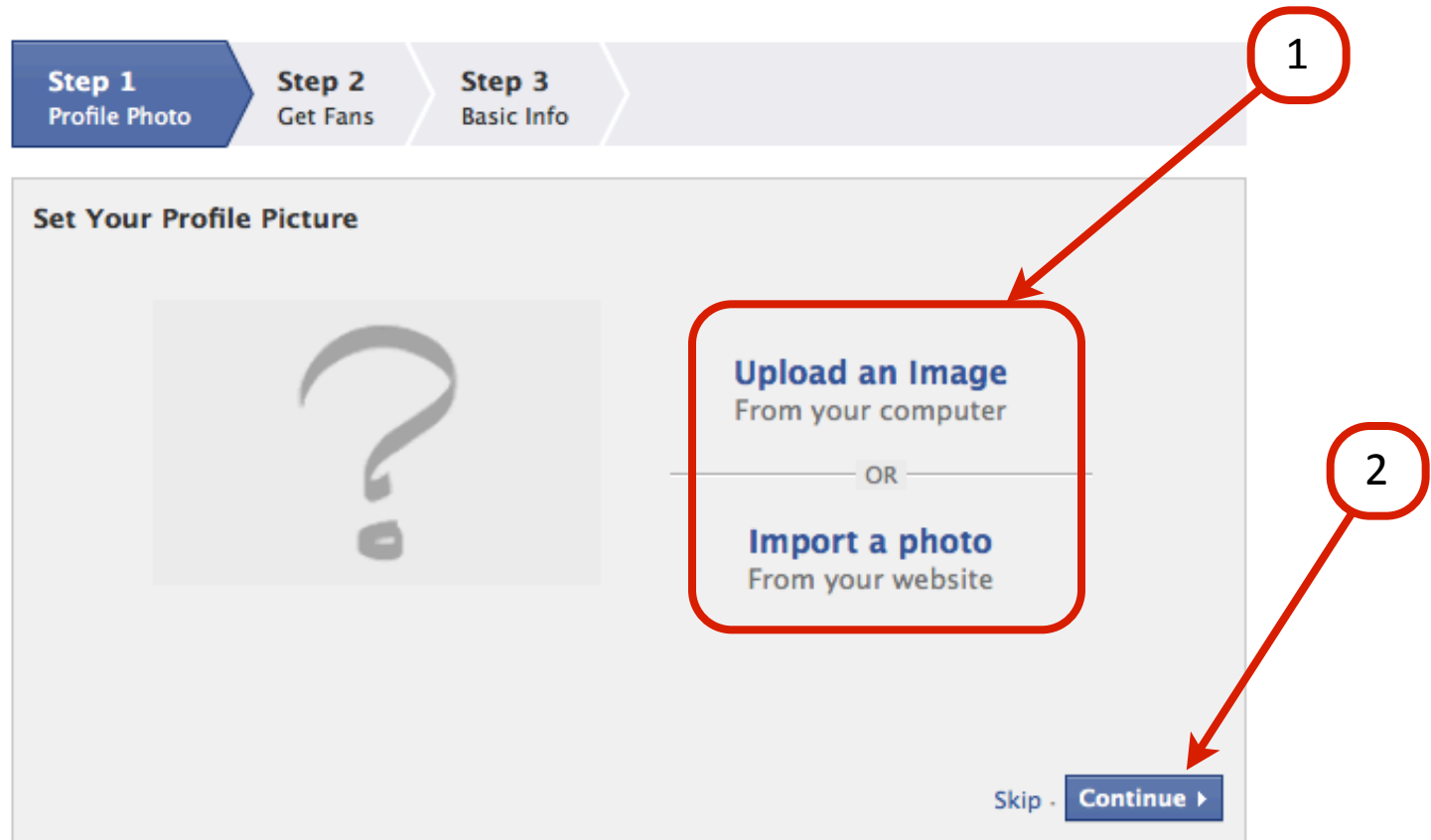
Create a Facebook Page to build a closer relationship with your audience and customers.

The screenshot shows the 'Create a Page' interface. A red box highlights the category selection area, which contains six options: 'Local Business or Place', 'Company, Organization or Institution', 'Brand or Product', 'Artist, Band or Public Figure', 'Entertainment', and 'Cause or Community'. A red arrow labeled '1' points to this entire area. To the right, a form for 'Company, Organization or Institution' is shown. A red arrow labeled '2' points to the 'Choose a category' dropdown menu. A red arrow labeled '3' points to the 'Get Started' button at the bottom of the form. The form also includes a 'Company Name' text field and a checkbox for 'I agree to Facebook Pages Terms'.

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Step
8

Upload an image from your computer or a photo from your website. This can be a picture of you or your Logo for your business. Then click "Continue"



Objective 1 Setting Up Facebook

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Step 9

Time to get some fans! You can invite your friends from your facebook account or import your contacts from another source. Make sure to "Share" this page on your wall and "Like" this page. Click "Continue"

Step 1
Profile Photo

Step 2
Get Fans

Step 3
Basic Info

1 Invite Friends
Build the popularity of your page by suggesting it to friends who might like it.

2 Share your page
Let your customers and subscribers know about your new page by importing your contact list and sending them a message.

3 Share this page on my wall. Include a Message
 Like this page

4 Skip · Continue

**Step
10**

Enter in your website URL and give a brief description of your company. (only 255 characters) Click "Continue"

The screenshot shows the Facebook 'Basic Info' setup screen. At the top, there are three steps: 'Step 1 Profile Photo', 'Step 2 Get Fans', and 'Step 3 Basic Info'. A red circle with the number '1' is placed over the 'Step 3 Basic Info' button, with an arrow pointing to the 'Website' input field. Below the header, the text reads 'Add some basic information so that people who visit your page know more about it.' There are two input fields: 'Website:' with a dropdown menu showing 'Website', and 'About:' with a text area containing 'Tell people more about your page (255 character maximum)'. A red circle with the number '2' is placed to the left of the 'About:' field, with an arrow pointing to it. At the bottom right, there is a 'Skip' link and a 'Continue' button. A red circle with the number '3' is placed over the 'Continue' button, with an arrow pointing to it. At the bottom left, there is a 'Back' button.

Step
11

Your page is created!! Keep inviting friends and posting to your new page. Make sure to promote your new Facebook Page by adding a Facebook Like Box on your website.

Objective 1 Setting Up Facebook

The screenshot shows the Facebook page creation process. On the left is a navigation menu with options like 'Get Started', 'Wall', 'Info', 'Friend Activity', and 'Photos'. The main content area is titled 'Get Started' and includes a search bar, a 'Like' button, and a 'Welcome' message. Below this are five numbered steps:

- 1 Add an image**: Includes options to 'Upload an Image From your computer' or 'Import a photo From your website'. A red circle with the number '1' is placed to the right of this section, with three red arrows pointing to the 'Upload an Image', 'OR', and 'Import a photo' options.
- 2 Invite your friends**: Includes the instruction 'Start building your fan base by suggesting this Page to friends who might like it.' and an 'Invite Friends' button.
- 3 Tell your fans**: Includes the instruction 'Let your current customers and subscribers know about your new Page.' and an 'Import Contacts' button.
- 4 Post status updates**: Includes the instruction 'Share your latest news.' and a 'Post Update' button.
- 5 Promote this Page on your website**: Includes the instruction 'Add a Facebook Like Box to your site and give people an easy way to discover and follow this Page.' and an 'Add Like Box' button. A red circle with the number '2' is placed to the left of this section, with a red arrow pointing to the 'Add Like Box' button.

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Step
12

Optional: Go to www.fiverr.com to add some Fans/Likes to your new business page. Type "Facebook Likes" into the search field. Make sure to check out the ratings of the individual you decide to use.

1 It's your last chance before 2016, so you better [read this!](#)

2

fiverr
Search again
facebook likes
Search Results for facebook likes... Displaying Gig 1 - 30 of 3589 best matches

Sort gigs by **Auto** Rating New Haz Video Express Gigs NEW

- I will give you 300+ guaranteed facebook, facebook likes / fans in 2 DAYS for \$5**
Facebook!! Facebook good!! Facebook like!! FB best... (by [facebook_liking](#) 🇻🇳)
[Read more](#) ☆ [Star](#) [Share](#) [order now!](#)
- I will add 400+ guaranteed facebook fans or facebook likes to your fanpage without admin access for \$5**
You need Facebook likes Come with me. I will add... (by [facebook_like_1](#) 🇧🇷)
[Read more](#) ☆ [Star](#) [Share](#) [order now!](#)
- I will give FACEBOOK Likes 450+ Guaranteed Facebook likes to your Facebook page, website or blog for \$5**

facebook likes
Gifts
Graphics
Video
Social Marketing
Travel
Writing
Advertising
Music & Audio
Fun & Bizarre
Tips & Advice
Business
Technology
Programming
Other

Social Media Fast-track

Next Video...

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Introduction to Twitter

Twitter

What Is It?

Twitter is a microblogging service that allows its users to send and receive messages up to 140 characters, known as "Tweets".

Why Is It Important?

It was launched in July of 2006 and has gained worldwide popularity with over 300 million users as of 2011. It has been described as "The SMS of the internet."

Introduction to Twitter

300 Million
Tweets on average
per day on Twitter...

twitter

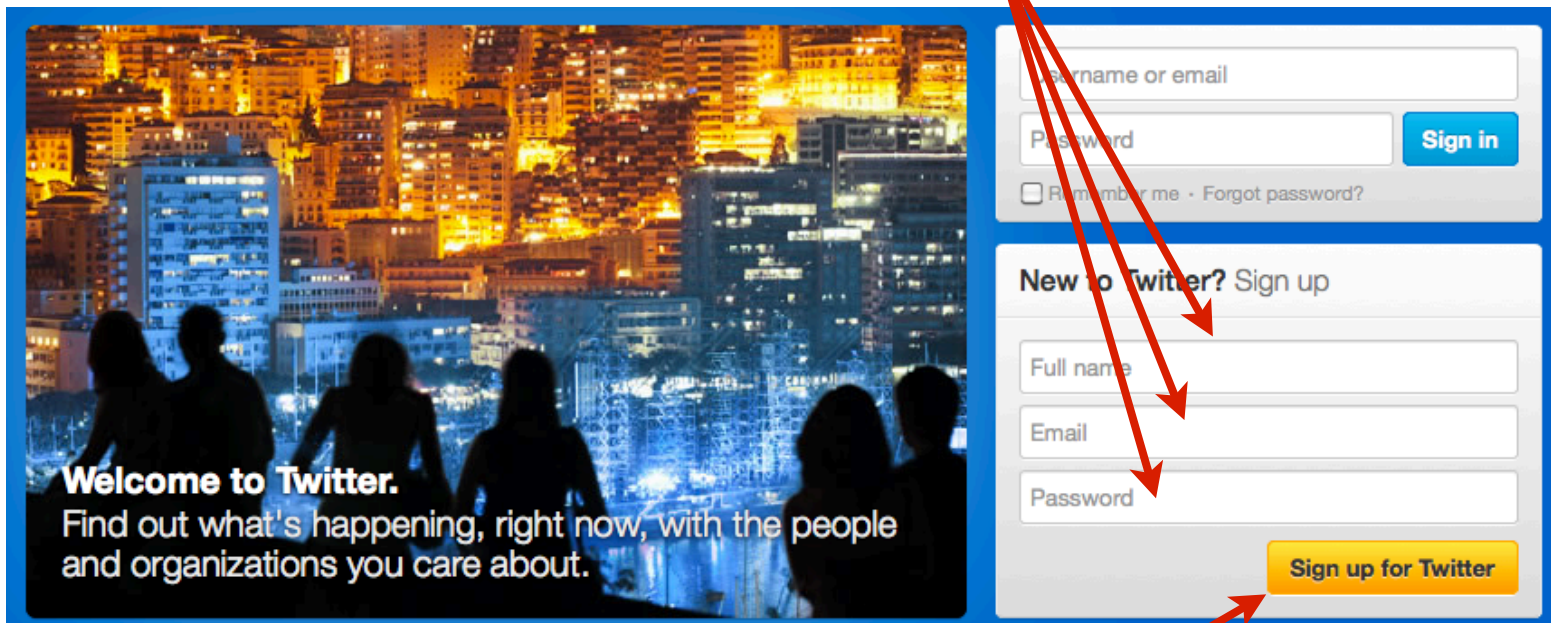


25 Billion
sent tweets in 2010

1.6 Billion
Search Queries on
average per day on Twitter...

Step
1

Goto www.twitter.com. Enter in your name, email and password. Press "Sign up for Twitter"



The image shows a screenshot of the Twitter sign-up page. On the left, there is a banner with a cityscape at night and silhouettes of people. The text on the banner reads: "Welcome to Twitter. Find out what's happening, right now, with the people and organizations you care about." On the right, there is a sign-in and sign-up form. The sign-in section has fields for "Username or email" and "Password", a "Sign in" button, and a checkbox for "Remember me" with a link for "Forgot password?". Below this is the "New to Twitter? Sign up" section, which has fields for "Full name", "Email", and "Password", and a yellow "Sign up for Twitter" button. A red circle with the number "1" is positioned above the form, with three red arrows pointing to the "Username or email" field, the "Password" field, and the "Sign up for Twitter" button. A second red circle with the number "2" is positioned below the form, with a red arrow pointing to the "Sign up for Twitter" button.

Objective 2 Setting Up Twitter

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Step
2

The next page will confirm that your name, email, password and username are all okay. If they are all green, then you are okay. Click "Create my account"

Join Twitter today.

Joe Smith

.....

joe

Suggestions:

✓ Name looks great.

✓ We will email you a confirmation

✓ Password is okay.

✓ Username is available.

Keep me logged-in on this computer.

By clicking the button, you agree to the terms below:

These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and any

Printable versions:
[Terms of Service](#) · [Privacy Policy](#)

Create my account

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.

1

2

Step
3

You have now created your account. Click "Next" to start tweeting and following.

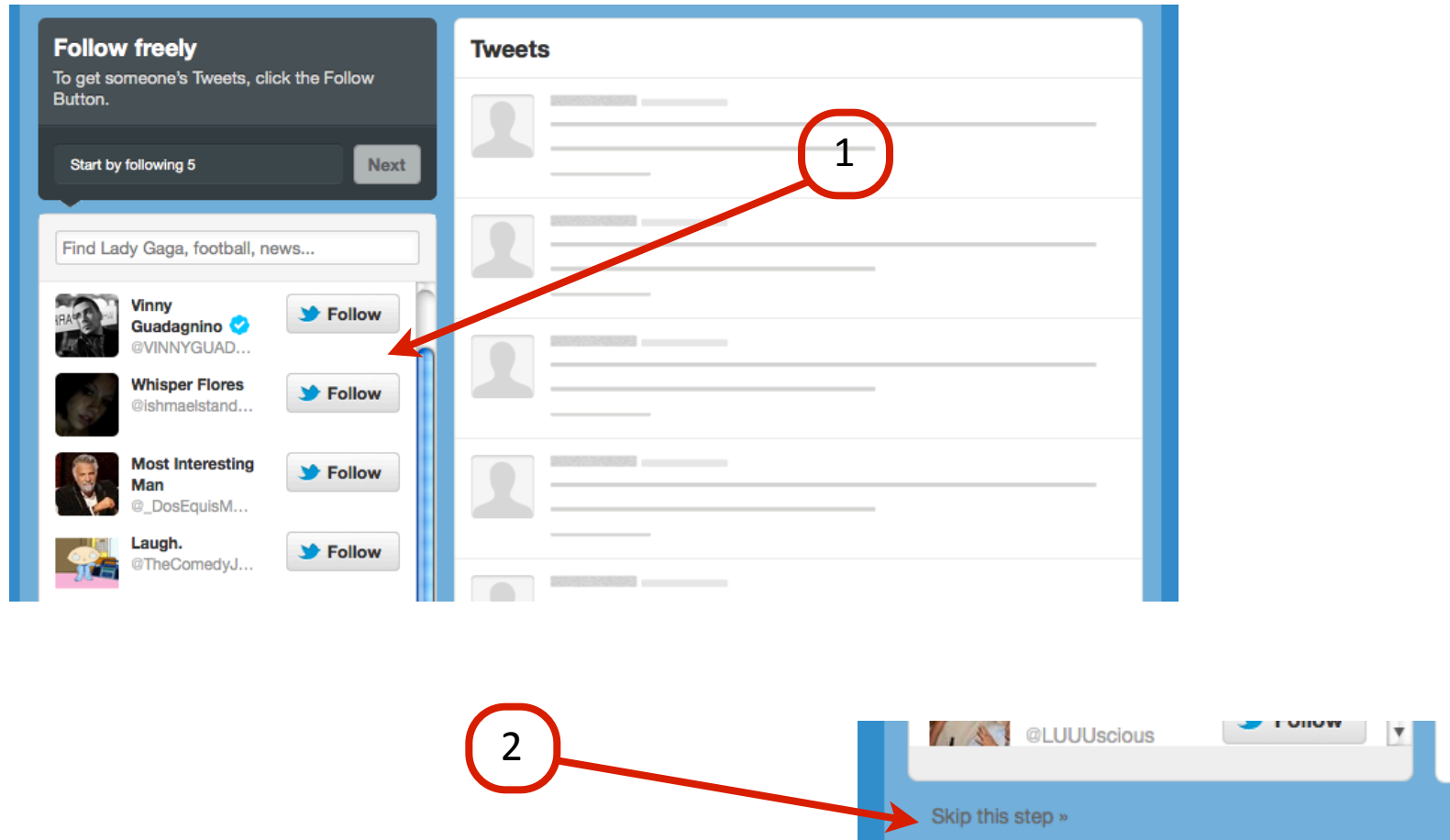


Objective 2 Setting Up Twitter

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Step
4

You can now select some friends or groups to start following.
Select 5 or go to the bottom and click "Skip this step"



Step
5

Now you can select 5 topics that you are interested in, or you can go to the bottom and click on "Skip this step"

The screenshot shows the Twitter 'Browse categories' interface. On the left, there's a search bar with the text 'Find Lady Gaga, football, news...'. Below it are two category sections: 'Music 101 suggestions' and 'Sports 78 suggestions'. The 'Music' section shows three album covers, and the 'Sports' section shows three sports-related images. On the right, there's a 'Tweets' section with several placeholder tweets. A red circle with the number '1' is placed over the first tweet, with an arrow pointing to the 'Music' category. A second red circle with the number '2' is placed over the 'Skip this step »' link at the bottom of the page, with an arrow pointing to it.

Objective 2 Setting Up Twitter

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Step
6

Now you can import your contacts from Gmail, Yahoo, Hotmail, or AOL. You can also search for people by their name. If you want to wait till later, click "Skip this step"

Objective 2 Setting Up Twitter

The screenshot shows the 'Find people you know' section of the Twitter setup process. It features a search bar labeled 'Find people by name...' (callout 2), a list of email services with 'Search contacts' buttons: Gmail, Yahoo (with email address flipndani@yahoo.com), Hotmail & Messenger, and AOL (callout 1). A 'Skip this step' link is at the bottom (callout 3). A 'Tweets' sidebar is visible on the right.

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Step
7

Twitter will send a confirmation email to your email account that you used to set up the account. Once you click the link in that email your account will be verified.

The Twitter logo, consisting of the word "twitter" in a lowercase, sans-serif font followed by a white bird icon on a blue background.

Hi,

Please confirm your Twitter account by clicking this link:

https://twitter.com/account/confirm_email/joeflipster/8E3FD-GF99G-132855

Once you confirm, you will have full access to Twitter and all future notifications will be sent to this email address.

The Twitter Team

If you received this message in error and did not sign up for a Twitter account, click [not my account](#).

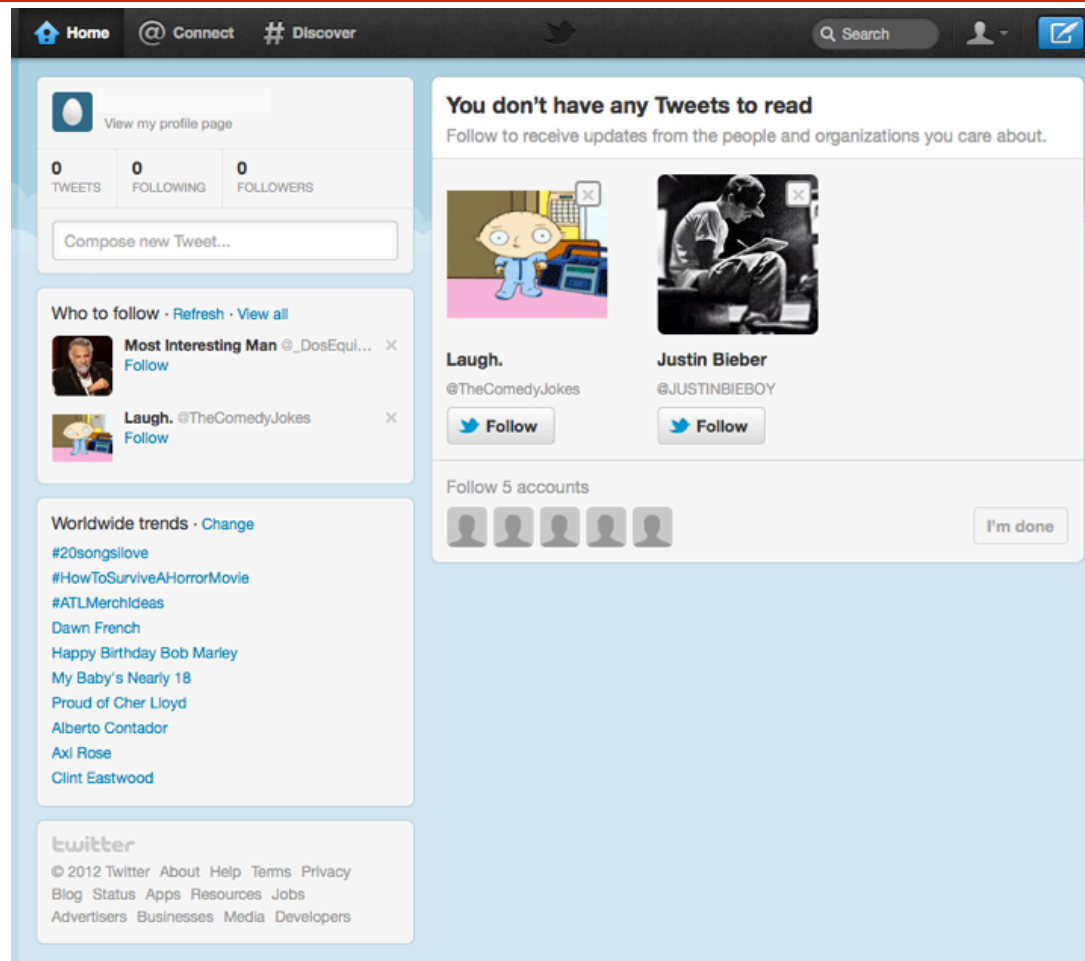
Please do not reply to this message; it was sent from an unmonitored email address. This message is a service email related to your use of Twitter. For general inquiry, please visit us at [Twitter Support](#).

Objective 2 Setting Up Twitter

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Step
8

Your Twitter account should be all set up.
Now start tweeting and following!



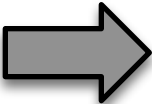
Objective 2 Setting Up Twitter

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Social Media Fast-track

Next Video...

Objectives:

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Social Media Fast-track

Setting Up The Major Social Media Sites

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Introduction to Youtube

Youtube

What Is It?

Youtube is a video-sharing website on which users can upload, view and share videos.

Why Is It Important?

Youtube is the 2nd largest search engine in the world.
90% of all content on the internet will be video by 2013.

Introduction to Youtube

2,000,000,000

Videos watched per day on Youtube

186

Videos watched online by the
average internet user each month

84%

Percentage of internet
users that view videos online

Objective 3 Setting Up Youtube

Rei Rockstars

Step
1

Goto www.youtube.com and click on "Create Account"

The image shows a screenshot of the YouTube homepage. At the top, there is a search bar and navigation links for "Browse", "Movies", "Upload", "Create Account", and "Sign In". A red arrow points from the "Create Account" link in the top navigation bar to the "Create Account" button in the left sidebar. The sidebar also contains a "Sign In" button and a "From YouTube" section with video recommendations. The main content area displays a video from "MobileNations" titled "Monday Brief: WP8 Features, Fitness Month, Free PlayBooks, and an iPad 3 Giveaway" and a video from "RayWilliamJohnson" titled "I'M BACK - Ray William Johnson Video". On the right, there is a large advertisement for the movie "21 JUMP STREET" featuring Jonah Hill and Channing Tatum, with the text "IN THEATERS MARCH 16" and "WATCH R RATED VIDEOS".

Objective 3 Setting Up Youtube

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Step
2

You will need a Google account to set up your Youtube account. Fill in all of the information and click on "Next Step"

Objective 3 Setting Up Youtube

The screenshot shows the Google account creation interface. On the left, there are four promotional cards: 'Your Google Account is more than just YouTube.', 'Take it all with you.', 'Share a little. Or share a lot.', and 'Work in the future.'. On the right is a registration form with the following sections:

- Name:** First and Last name fields.
- Choose a Google username:** A text field with a dropdown menu showing '@gmail.com'.
- Create a password:** A text field.
- Confirm your password:** A text field.
- Birthday:** Month, Day, and Year dropdown menus.
- Gender:** A dropdown menu with 'I am...' selected.
- Mobile phone:** A text field with a country code dropdown.
- Other email address:** A text field.
- Prove you're not a robot:** A CAPTCHA image showing the number '478' and the word 'recount!'.
- Type the two pieces of text:** A text input field.
- Location:** A dropdown menu showing 'United States'.
- Agreements:** Two checkboxes: 'I agree to the Google Terms of Service and Privacy Policy' (unchecked) and 'Google may use my account information to personalize +1s on content and ads on non-Google websites. About personalization.' (checked).
- Next step:** A blue button at the bottom right.

Red arrows point from a circled '1' to the Name, Choose a Google username, Create a password, Confirm your password, and Prove you're not a robot sections. A red arrow points from a circled '2' to the 'Next step' button.

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Step
3

Verify your account. Make sure your phone number is correct and click "Send Verification Code"



Verify your account

You're almost done! We just need to [verify your account](#) before you can start using it.

Verification Options

Text Message

Google will send a text message containing a verification code to your mobile phone.

Voice Call

Google will make an automated voice call to your phone with a verification code.

Country

United States

Phone Type

Mobile

Phone number

. .

Send verification code

Important: Google will never share your number with other companies or use it for marketing purposes.

1

2

Objective 3 Setting Up Youtube

Rei Rockstars

Step
4

You will receive a verification code from Google.
Type the code in the box and click on "Verify"

Google

Verify your account

Enter the verification code we just sent to

Verification code

Verify

Didn't get your code? Sometimes it can take up to 15 minutes. If it's been longer than that, [try again](#).

1

2

Objective 3 Setting Up Youtube

Rei Rockstars

Step
5

Click on "Add Profile Photo" if you would like to add your profile photo at this time. If you would like to do that later, just click on "Next step"

Objective 3 Setting Up Youtube

Google

Create your profile



Your profile

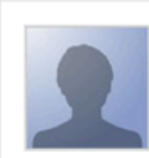
Now that you have a Google Account, create your Google profile. It's how you represent yourself publicly on the web, and helps friends and family find each other easily. Your profile also lets you publicly "+1" things you love on the web, so you and your friends benefit from each other's impeccable taste – in search results, on sites across the web, even on ads. Your profile is public, and can include as little as your name, or as much as you feel like adding – it's up to you. [About profiles.](#)

About Google+

Google+ is more than just another site to visit. It's a new way to communicate across all of Google. Whether you're using Maps, Gmail, YouTube, Search, or any other Google product, Google+ makes it easy to share the right things with the right people. [About Google+.](#)

How you'll appear

Google



Your public profile will help your friends recognize you.

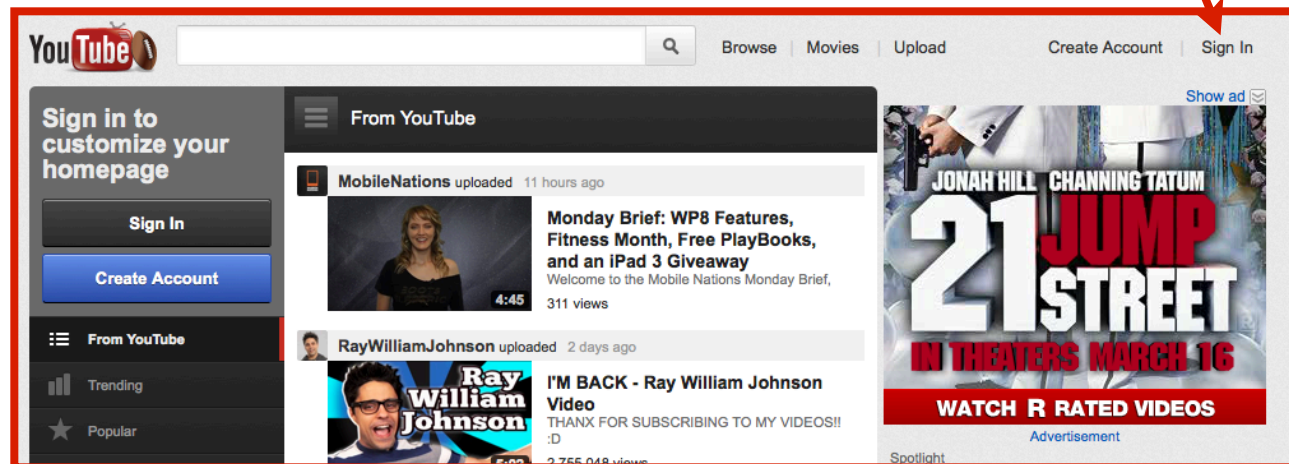
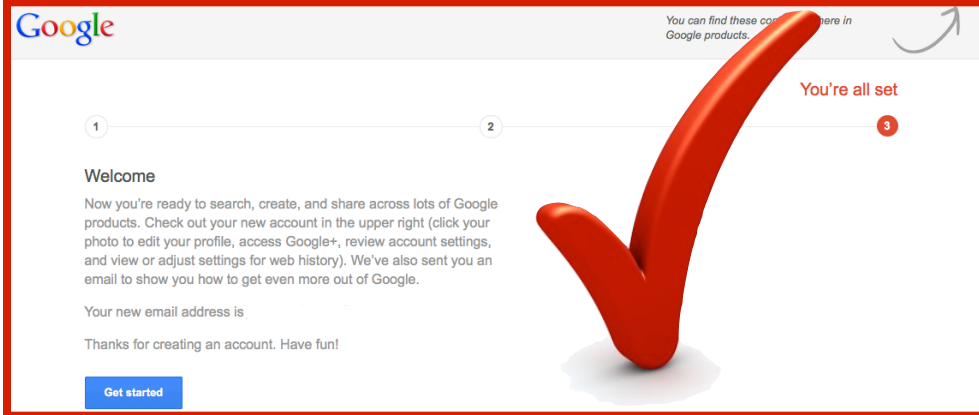
[ADD PROFILE PHOTO](#) [Next step](#)

[Google+ Privacy Policy](#)

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Step
6

Now that your Gmail account is all set up. Go to www.youtube.com and click on "Sign In"



Objective 3 Setting Up Youtube

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Step
7

Enter in your new Gmail email address and password.
Click on "Sign In"

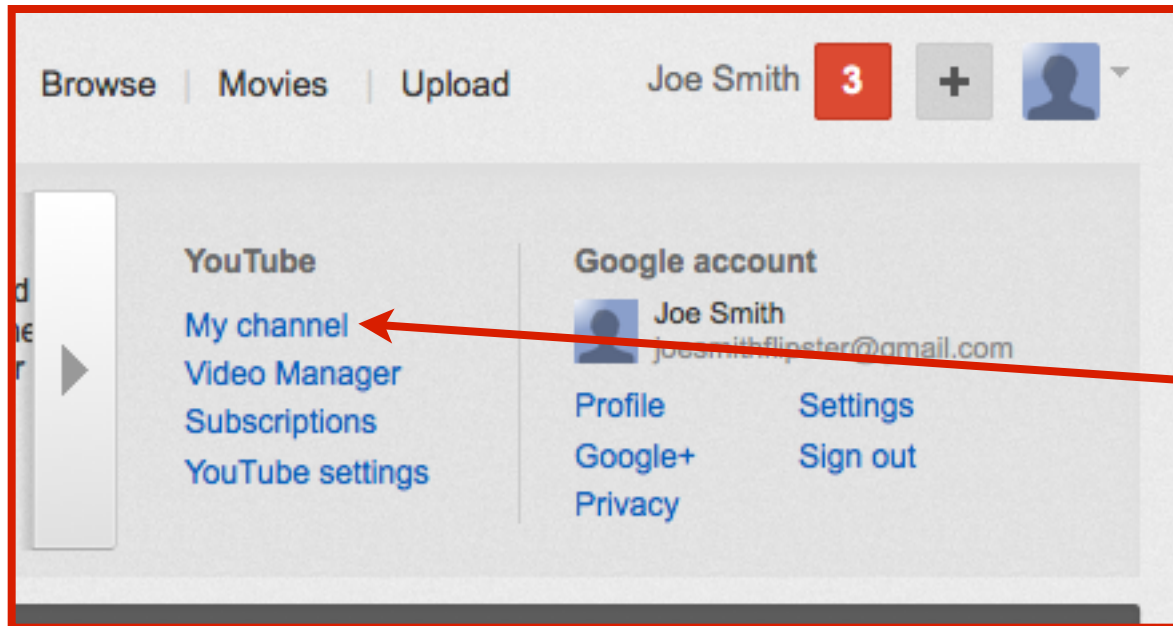
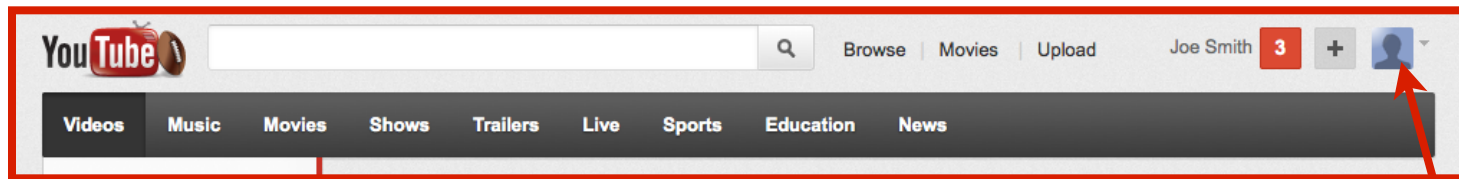
Objective 3 Setting Up Youtube

The image shows a screenshot of the Google Sign in page. The page has a light gray background. At the top left, it says "Sign in" and at the top right, it says "Google". Below this, there are two input fields: "Email or YouTube username" and "Password". A red circle with the number "1" is positioned to the right of the "Email or YouTube username" field, with two red arrows pointing to the top and bottom of the field. Below the "Password" field, there is a blue "Sign in" button and a checkbox labeled "Stay signed in" which is checked. Below the "Sign in" button, there is a link that says "Can't access your account?". A red circle with the number "2" is positioned to the left of the "Sign in" button, with a red arrow pointing to the button.

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Step
8

Click on your profile picture on the top far right hand side.
Then click on "My Channel"



Objective 3 Setting Up Youtube

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Step
9

Choose a name that you would like as your username on Youtube. Click on "Check availability" to see if you are okay. Then click on "Next!"

Objective 3 Setting Up Youtube

1

Set up your YouTube username and channel

Choose a name

Check availability

joesmithflipster

Username available!

Letters and numbers only

- Let others find my channel on YouTube if they have my email address
- Send me occasional YouTube product-related email

3

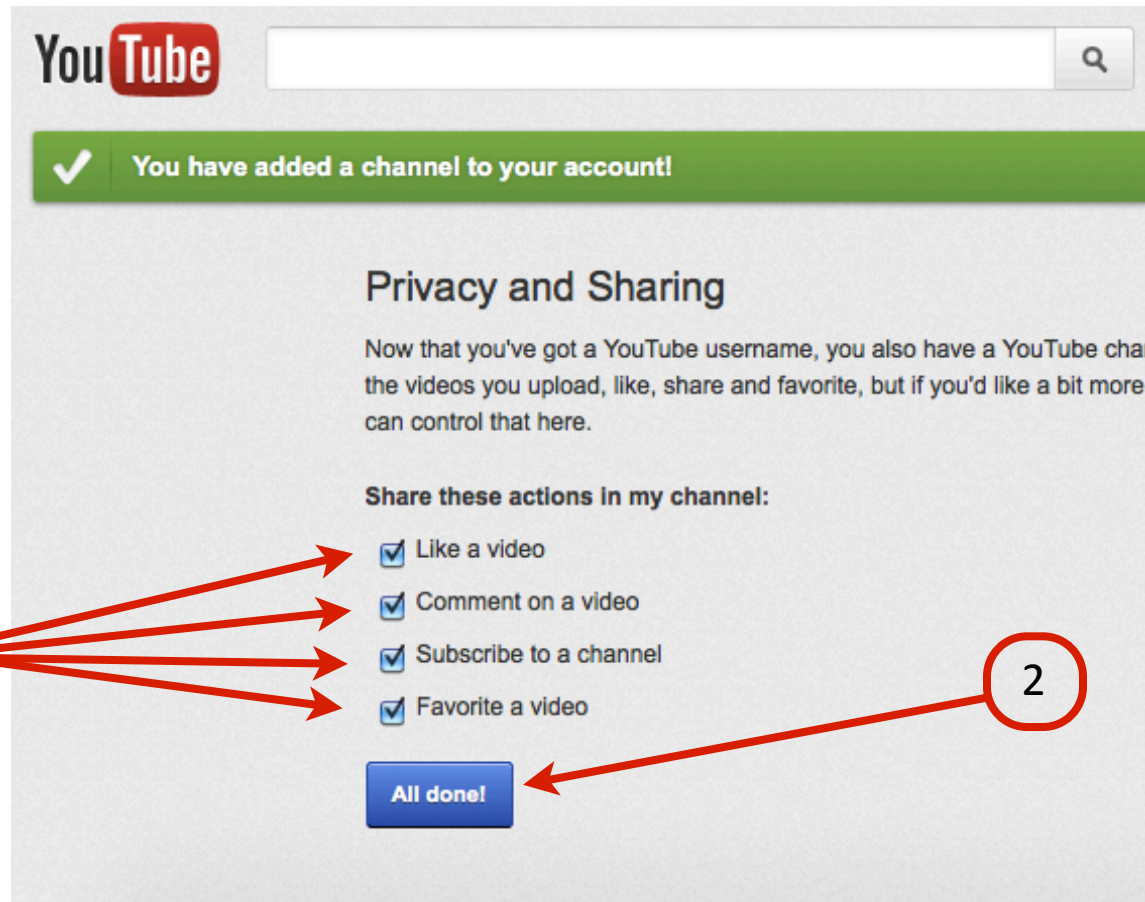
Next!

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Step
10

Select your Privacy and Sharing options and
click on "All Done!"

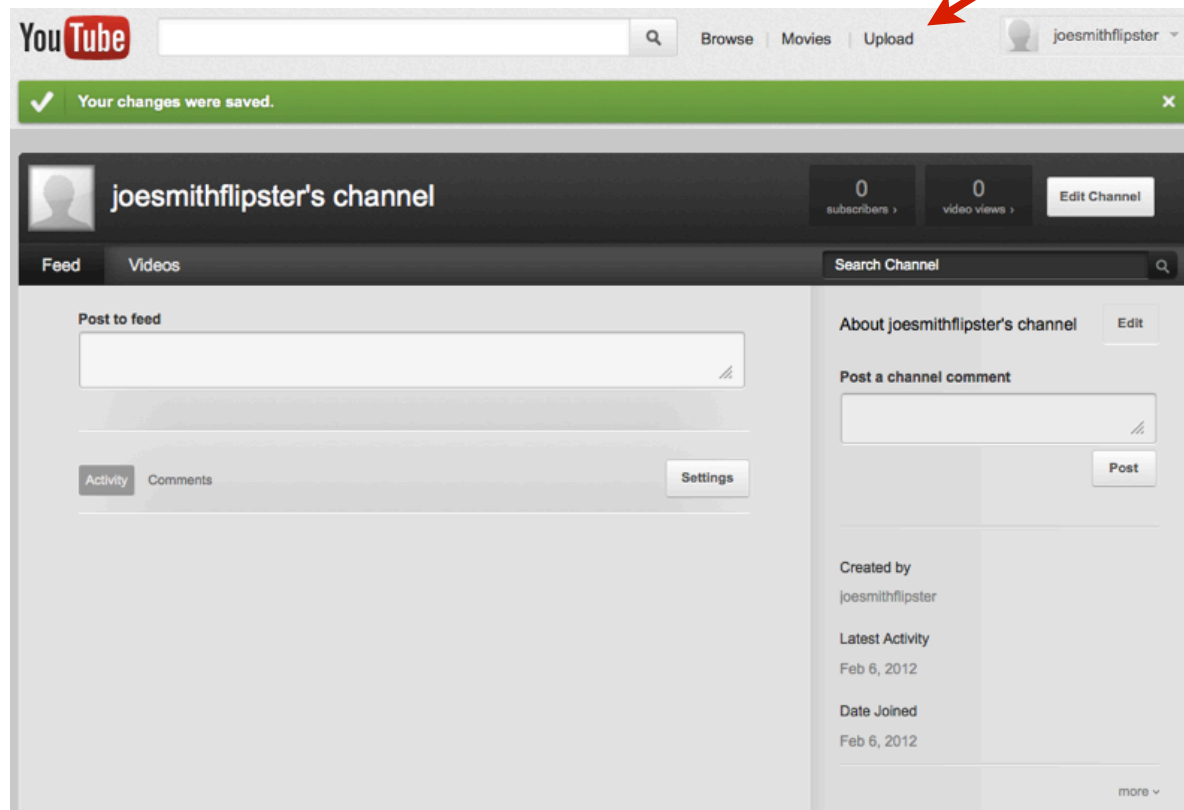
Objective 3 Setting Up Youtube



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Step
11

Your Youtube account should be all set up.
Now start uploading videos on to your channel!



Objective 3 Setting Up Youtube

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Social Media Fast-track

Next Video...

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Introduction to LinkedIn

LinkedIn

What Is It?

LinkedIn is the world's largest professional network with over 135 million users and growing rapidly.

Why Is It Important?

It helps you exchange knowledge, ideas, and opportunities with a broader network of professionals. It has been described as having "become the de facto tool for professional networking".

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Introduction to LinkedIn

LinkedIn

What Is It?

LinkedIn is the world's largest professional network with over 135 million users and growing rapidly.

Why Is It Important?

It helps you exchange knowledge, ideas, and opportunities with a broader network of professionals. It has been described as having "become the de facto tool for professional networking".

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Step
1

Go to www.linkedin.com. Fill in the information and click on "Join Now"

Objective 4 Setting Up LinkedIn

The screenshot shows the LinkedIn sign-up page. At the top left is the LinkedIn logo. To the right are input fields for 'Email' and 'Password', with a 'Forgot your password?' link and a 'Sign In' button. The main heading is 'Be great at what you do.' Below this is a featured profile for Mae O'Malley, a smiling woman with a quote: 'LinkedIn connects me to opportunities and talent in my area.' To the right of the profile is the registration form with the heading 'Get started – it's free.' and the subtext 'Registration takes less than 2 minutes.' The form includes fields for 'First Name', 'Last Name', 'Email', and 'Password (6 or more characters)'. A yellow 'Join Now' button is at the bottom of the form, with a note: 'By clicking "Join Now" or using LinkedIn, you agree to our User Agreement and Privacy Policy.' Red annotations include a circle with the number '1' pointing to the four input fields, and a circle with the number '2' pointing to the 'Join Now' button.

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Step
2

Enter in your Zip Code, Job Title & Company. If you click "I am self-employed", select the category that best describes your business. Click on "Create my profile"

1

The screenshot shows the LinkedIn profile creation interface. A red circle with the number '1' has three arrows pointing to the 'ZIP Code', 'Job title', and 'Company' input fields. Another red circle with the number '2' has an arrow pointing to the 'Create my profile' button. The form includes a dropdown for 'I live in' (set to 'United States'), a 'ZIP Code' field (with 'e.g. 94043' as a hint), radio buttons for 'I am currently' (Employed, Job Seeker, Student), a 'Job title' field, a checkbox for 'I am self-employed', and a 'Company' field. A blue box on the right contains a lightbulb icon and the text 'A LinkedIn profile helps you...' followed by three bullet points: 'Showcase your skills and experience', 'Be found for new opportunities', and 'Stay in touch with colleagues and friends'. The footer of the page reads 'LinkedIn Corporation © 2012 | Commercial use of this site without express authorization is prohibited.'

2

Objective 4 Setting Up LinkedIn

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Step
3

You can now search your email contacts list to find people you already know on LinkedIn. Click on "Continue"

LinkedIn

See Who You Already Know on LinkedIn Step 2 of 7

Searching your email contacts is the easiest way to find people you already know on LinkedIn.

Your email:

Email password:

[Continue](#)

We will not store your password or email anyone without your permission.

[Skip this step »](#)

2

1

LinkedIn Corporation © 2012 | Commercial use of this site without express authorization is prohibited.

Objective 4 Setting Up LinkedIn

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Step
4

A confirmation email was sent to your email account that you used to sign up. Click the "Click Here" link in the email. Another window will open, press "Confirm" to confirm your email address.

1

LinkedIn

[Click here](#) to confirm your email address.

If the above link does not work, you can paste the following address into your browser:

<https://www.linkedin.com/e/csrfiNX7/-w0y9by-gybzvieg-3v/cnf/zviRlc1S538t1vHqHm0fRTyqUlp6CTvoDQe/?hs=false&tok=1CbN8KhSPUTB41>

You will be asked to log into your account to confirm this email address. Be sure to log in with your current primary email address.

We ask you to confirm your email address before sending invitations or requesting contacts at LinkedIn. You can have several email addresses, but one will need to be confirmed at all times to use the system.

If you have more than one email address, you can choose one to be your **primary email address**. This is the address you will log in with, and the address to which we will deliver all email messages regarding invitations and requests, and other system mail.

Thank you for using LinkedIn!

—The LinkedIn Team
<http://www.linkedin.com/>

© 2012, LinkedIn Corporation

2

Confirm Your Email Address

Confirm the email address

After clicking the button below you will be asked to sign in to your account to confirm this email address.

Confirm

Step
5

Go to www.linkedin.com. Fill in your email address and password and click on "Sign In"

Objective 4 Setting Up LinkedIn

LinkedIn  Account Type: Basic

[Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox](#) [Companies](#) [News](#) [More](#)

People ▾ Search...

Sign in to LinkedIn

Email address:

Password:

[Forgot password?](#)

[Sign In](#) or [Join LinkedIn](#)

LinkedIn Corporation © 2012 | [User Agreement](#) | [Privacy Policy](#) | [Copyright Policy](#)

1

2

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Step
6

Select any of the people that you may know and then click
"Add Connection(s)" or just click on "Skip this step"

Objective 4 Setting Up LinkedIn

LinkedIn

Thanks for confirming your email address, flip@fdr-investors.com

Do You Know These People? Step 3 of 7

Select people you know and trust, and connect with them to stay in touch.

Select All None selected

<input type="checkbox"/>	Dani Lynn Robison Owner, Realtor, Investor at FDR & Associates	<input type="checkbox"/>	Flip Robison Managing Partner at FDR & Associates
<input type="checkbox"/>	Esmeralda Lira Creative Real Estate Broker	<input type="checkbox"/>	Shenoah Grove Vice President at Love American Homes
<input type="checkbox"/>	Phill Grove Founder at REI Training Institute LLC	<input type="checkbox"/>	Karlos Knox .
<input type="checkbox"/>	Eric Lee Realtor at Nextage Captex Realty	<input type="checkbox"/>	Dawn Moss Admin Assist @ Office of the Attorney General

or

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Step
7

Now you can share your new profile on your Facebook and Twitter accounts, or you can click on "Skip this step"

The screenshot shows the LinkedIn interface during profile creation. At the top left is the LinkedIn logo. Below it, a blue banner reads "Congratulations! You've just created your professional profile." To the right of this banner is a progress indicator showing "Step 4 of 7" with a blue bar. The main content area displays the profile information for "Joe Smith", a "Manager" in the "United States" working in "Real Estate". Below this is a light blue box containing a message: "I just joined LinkedIn and created my professional profile. Join my network. http://lnkd.in/9JfUmh". Underneath the message, it says "Your profile URL: http://lnkd.in/9JfUmh" and "Count: 98". At the bottom of the main content area are three buttons: "Share on Facebook" (with a Facebook icon), "Share on Twitter" (with a Twitter icon), and "Skip this step »". Three red arrows point to each of these buttons from below the screenshot.

Objective 4 Setting Up LinkedIn


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Step
8



You have signed up for a FREE account but you can upgrade to their "Premium" account at this time, or you can click "Skip this step"

LinkedIn

Your Account is Set Up — Choose Your Plan Level

What Do You Want to Do? <small>What's this?</small>	 Premium	Basic (Free)
Create a professional profile and build your network	✓	✓
Join industry or alumni groups	✓	✓
Search & apply for jobs	✓	✓
See who's viewed your LinkedIn Profile	✓	Limited
View the professional profiles of over 135 million people	✓	Limited
Send messages to people you aren't directly connected to	✓	
Premium search filters & automated search alerts	✓	
Save profiles into folders	✓	
Add notes & contact info to any profile	✓	
Reach out to over 135 million users	✓	
	Choose Premium Plans starting from \$24.95	Choose Basic Free

[Skip this step »](#)



Objective 4 Setting Up LinkedIn

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Step
9

We are almost there.... Enter in your current position and company, and enter where else you have worked.
Or you can click on "Skip"

Welcome, Joe. Let's improve your profile. ×

What is your current position?

Job Title at Company

Where else have you worked? ×

Job Title at Company

No more positions

Objective 4 Setting Up LinkedIn

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Step
10

Enter in where you went to school and any other skills you may have.

Where did you attend school? ×

School Name

Save **Skip** I have listed all my schools

Add skills: ×

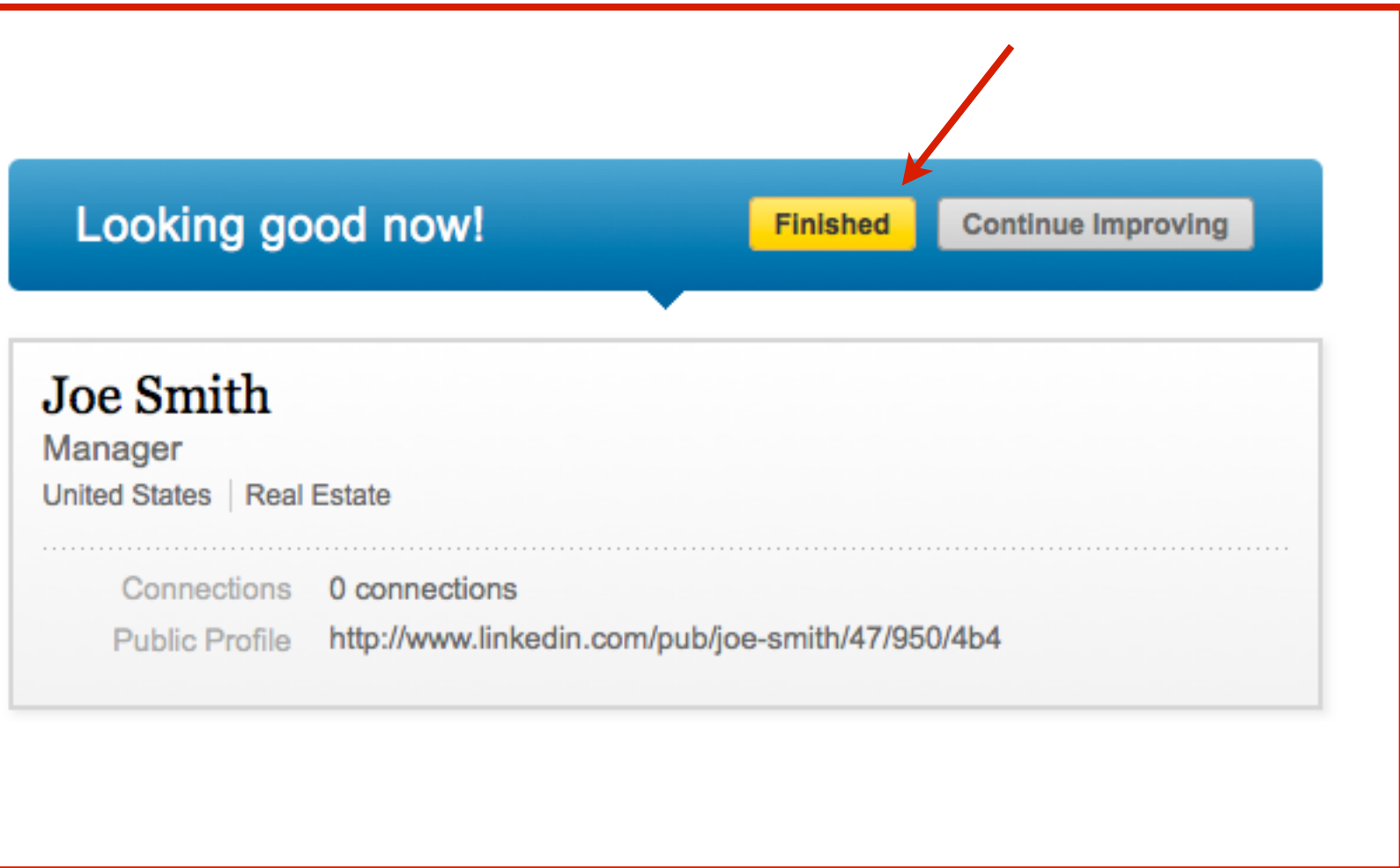
Skill Name Skill Name Skill Name

Save **Skip**

Objective 4 Setting Up LinkedIn

Step
11

All of the information that you have been entering will be in this box under your name. If it is good, then click on "Finished" or you can click on "Continue Improving" to add more.



The screenshot shows a blue notification box with the text "Looking good now!". To the right of this text are two buttons: a yellow "Finished" button and a grey "Continue Improving" button. A red arrow points to the "Finished" button. Below the notification box is a profile card for "Joe Smith", Manager, United States | Real Estate. The card shows "Connections 0 connections" and "Public Profile http://www.linkedin.com/pub/joe-smith/47/950/4b4".

Objective 4 Setting Up LinkedIn

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Step
12

Click on "Profile" and then select "Edit Profile"



[Executive Leadership - Earn an Executive Leadership Certificate from Cornell University Online.](#)

Objective 4 Setting Up LinkedIn

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Step
13

Now you can see everything that you have added to your profile. Also you now have a profile URL to add to your website. You will also see what % completeness you have.

Objective 4 Setting Up LinkedIn

LinkedIn Account Type: Basic Joe Smith Add Connections

Home Profile Contacts Groups Jobs Inbox 1 Companies News More People Search... Advanced

Executive Leadership - Learn Ivy League Management At eCornell. Get Info. From: eCornell

Joe Smith Edit
Manager
United States | Real Estate

+ Add Photo

Post an update

Current + Add a current position
Past + Add a past position
Education + Add a school
Recommendations + Ask for a recommendation
Connections + Add connections
Websites + Add a website
Twitter + Add a Twitter account
Public Profile <http://www.linkedin.com/pub/joe-smith/47/950/4b4> Edit

Share PDF Print

NEW Add sections to reflect achievements and experiences on your profile. Add sections

Improve your Profile View profile

Import your résumé
Ask for recommendations
Create your profile in another language

5% profile completeness

Complete your profile quickly
Import your résumé to build a complete profile in minutes.

Profile Completion Tips (Why do this?)

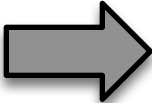
- + Add a position (+20%)
- + Confirm your current position (+5%)
- + Describe your current position (+5%)
- + Add your skills (+5%)
- + Add your education (+25%)
- + Add a picture (+5%)
- + Add connections (+10%)

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Social Media Fast-track

Next Video...

Objectives:

- 1) Setting Up Facebook
- 2) Setting Up Twitter
- 3) Setting Up Youtube
- 4) Setting Up LinkedIn
-  **5) Setting Up Google+**
- 6) Setting Up Local Directories

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Social Media Fast-track

Setting Up The Major Social Media Sites

Objectives:

- 1) Setting Up Facebook
- 2) Setting Up Twitter
- 3) Setting Up Youtube
- 4) Setting Up LinkedIn
-  **5) Setting Up Google+**
- 6) Setting Up Local Directories

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Introduction to Google+

Google+

What Is It?

Google+ is a social networking and identity service operated by Google.

Why Is It Important?

It is important for a business as it offers many benefits including SEO, networking, exploring, connecting and interacting with clients and customers. It has brought all of Google's various offerings into a seamless whole... Search, News, Maps, Translate, Gmail and more...

Step
1

Go to www.plus.google.com. You should have already set up your Google Gmail account. You select Yahoo or Hotmail to get more contacts in your account, or you can click on "Skip"

Find people you know on Google+

By connecting a site, we can help you find people you know on Google+.



Yahoo!

Find people



Hotmail

Find people

Don't use any of these sites? [Skip this step.](#)

Skip »

Objective 5 Setting Up Google+

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Step
2

If you know people that already have a Google+ account, you can type their names in to add them to your account. Once you are done, click on "Continue"

1

Add people you know to your circles

When you add someone to your circles, you can start sharing with each other.

Find people on Google+



Suggestions

0 people

We couldn't find any people from the site you connected who are already using Google+.

You can also [discover interesting people](#) to see what they're sharing publicly.

Connect a site you use to find people you know.



Connect Yahoo!



Connect Hotmail

2

« Back

Continue »



What are circles?

Circles are the heart of Google+. You use them to control who you share with and whose posts you see. Now you don't have to share everything with everyone – just like in real life.

[Watch a video about circles](#)

Add at least 10 people using Google+ to your circles to make sure your experience is awesome!




Step
3

Next you can select to follow public posts from interesting and famous people. When you are finished, click on "Continue"


Follow public posts from interesting and famous people
Add celebrities, journalists, photographers, and more to your circles to see what they're sharing publicly.

[Picks](#) · [Entertainment](#) · [Fashion](#) · [Food & Drink](#) · [Fun & Interesting](#) · [Music](#) · [News](#) · [Photography & Art](#) · [Politics](#) · [Sports](#) · [Technology](#)


Picks 39 People

 Dalai Lama, Herb Greenberg, Felicia Day, Alicia Keys, and 35

Entertainment 35 People

 Nick Cannon, Adrian Grenier, Young Hollywood, Russell

Fashion 13 People

 Glamour Magazine, Tyra Banks, Uniqlo, Vogue, and 9

Food & Drink 10 People

 Starbucks Coffee, Cadbury UK, Coca-Cola, Epicurious, and 6

Fun & Interesting 27 People

Supercharge your stream

By adding interesting and famous people on Google+, you'll get updates, photos, and more from them delivered into your Google+ stream.

Add at least 10 people using Google+ to your circles to make sure your experience is awesome!

1	2	3	4
5	6	7	8
9	10		

Objective 5 Setting Up Google+

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Step
4

Add any additional profile information to your public profile.
Then add your profile photo. Click on "Finish"

Objective 5 Setting Up Google+


Add additional profile information to your public profile.
Adding more information will help your friends, family, and others find and connect with you.

School
School name Year

Where you work
Employer Job title

Where you live
Enter a city or a country

Profile basics
Help your friends find you and find more people you went to school with, work with, or once lived nearby.

2  Upload a photo from your computer or take a picture with your webcam.

3

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Step
5

Your Google+ page is now set up. When you have connected with others, you can add them to your different 'Circles' and you can even do live video chats using the 'Hangout' feature.

Objective 5 Setting Up Google+

The screenshot shows a Google+ profile page for a user named 'Joe'. The page layout includes a top navigation bar with the Google+ logo, a search bar, and several icons. A red arrow points from a red circle containing the number '1' to the 'Circles' icon in the navigation bar. On the left side, there is a profile picture and a list of 'Stream' categories: Friends, Family, Acquaintances, and Following. Below this is a 'Chat' section with a message input field and an 'Available' status indicator. The main content area is titled 'Stream' and contains a text input field with the placeholder 'Share what's new...'. A red circle containing the number '2' is placed over this input field. Below the input field is a message: 'Not enough posts in your stream?' with a red 'Find people' button. Underneath, there is a prompt: 'Add at least 10 people using Google+ to your circles to make sure your experience is awesome!' followed by a row of ten numbered boxes (1-10). Below this is a section for finding people by areas of interest, listing 'Entertainment', 'Fashion', 'Food & Drink', and 'Fun & Interesting'. At the bottom of the main content area, it says 'Nothing shared here so far. Try adding more people to your circles.' On the right side, there are sections for 'In your circles' (with a 'View all >' link), 'Hangouts' (with a 'Start a hangout' button), 'Send invitations' (with an 'Invite friends' button), and 'Google+ Pages' (with a 'Create a Google+ page' button).

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Social Media Fast-track

Next Video...

Objectives:

- 1) Setting Up Facebook
- 2) Setting Up Twitter
- 3) Setting Up Youtube
- 4) Setting Up LinkedIn
- 5) Setting Up Google+

 **6) Setting Up Local Directories**

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Social Media Fast-track

Setting Up The Major Social Media Sites

Objectives:

- 1) Setting Up Facebook
- 2) Setting Up Twitter
- 3) Setting Up Youtube
- 4) Setting Up LinkedIn
- 5) Setting Up Google+

 **6) Setting Up Local Directories**

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Introduction to Local Directories

Local Directories

What Is It?

Local search directories are used for locating a particular business for specific needs.

Why Is It Important?

A majority of your customers will check the internet before they do anything. They will probably search Google or another search engine for local stores and businesses that offer the goods or services they are looking for.

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Introduction to Local Directories

The Top 10 Local Directories

1. Google Places
2. Yahoo! Local
3. Bing Local
4. SuperPages
5. YellowPages
6. Yelp
7. Topix
8. Manta
9. Mapquest
10. Local.com

Step
1

Google Places

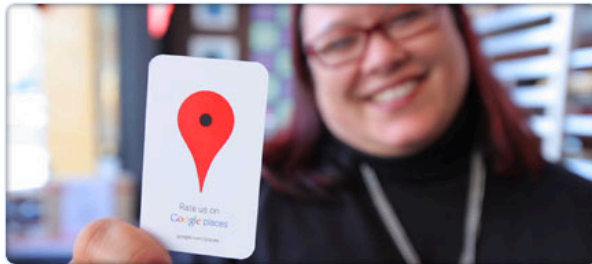
Go to www.google.com/places/

Objective 6 Setting Up Local Directories

Google places


Connecting you with the places you love

 Rate and share places on Google



Local recommendations - powered by you and your friends
Find, rate and share places you know to discover new ones you'll love.

[Start rating](#) 

 Get your business found on Google



Claim your business listing on Google - for free
Sign up for Google Places, or login to learn insights about your business.

[Get started](#) 



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Step
2

Yahoo! Local

Go to www.listings.local.yahoo.com

Objective 6 Setting Up Local Directories

YAHOO! SEARCH
MARKETING

Welcome
[Sign In](#)

[Local Listings Account Center](#) - [Yahoo! Local](#)



**BE A BETTER
BIG DRAW!**
Capture more attention
with Yahoo! Local.

Sign Up

List your business now.
It's free.

Choose the listing that best fits your business.

Basic Listing	Enhanced Listing
Display your contact information for free: <ul style="list-style-type: none">• Phone, address, and web site• Store hours• Products and services <p>FIND OUT MORE</p>	A Basic Listing, plus: <ul style="list-style-type: none">• Company logo and tagline• Up to 10 photos• Detailed business description <p>FIND OUT MORE</p>

PERFECT PLACEMENT

Potential customers from your area visit Yahoo! Local every day.

EASY SET UP

Add descriptive info about your business and upload from your computer.

SIMPLE TO MANAGE

No keywords or bids to manage.
Edit your listing online 24/7.

[Compare all the plans](#)

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Step
3

Bing

Go to www.bing.com/businessportal/

Objective 6 Setting Up Local Directories

Web Images Videos Shopping News Maps More | MSN Hotmail

bing
Bing Business Portal (BETA)

Claim and enhance your business listing on Bing. Its free!

More customers are searching Bing to find businesses and services in their local area. Claiming your business listing can help increase your visibility and influence customers to visit your business.

BUSINESS NAME ★★★★★ **Town**

HOURS

DESCRIPTION

PHOTOS

Get Found
Verify your business listing to ensure prospective customers can find, contact, and visit your business.

Highlight Your Strengths
Add photos, logos, contact information, payment types, menus, and other business details that help your business stand out.

Get Customers
Create deals to entice customers to visit your business. Your deals will appear in Bing search results on both mobile devices and PCs. You can even publish deals to Facebook!

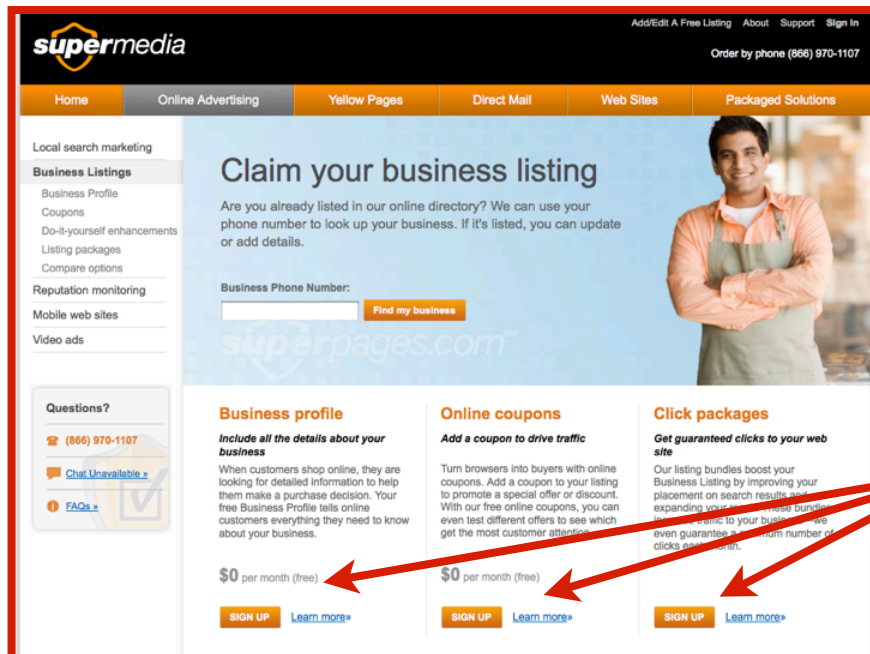
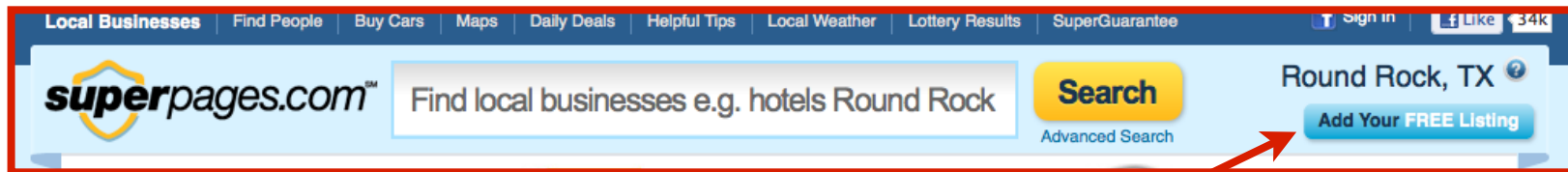
[Learn more or ...](#)

Get Started Now!

© 2012 Microsoft |

Step
4

Go to www.superpages.com - Click on "Add Your FREE Listing", that will open a new page, then you can choose one of the options.



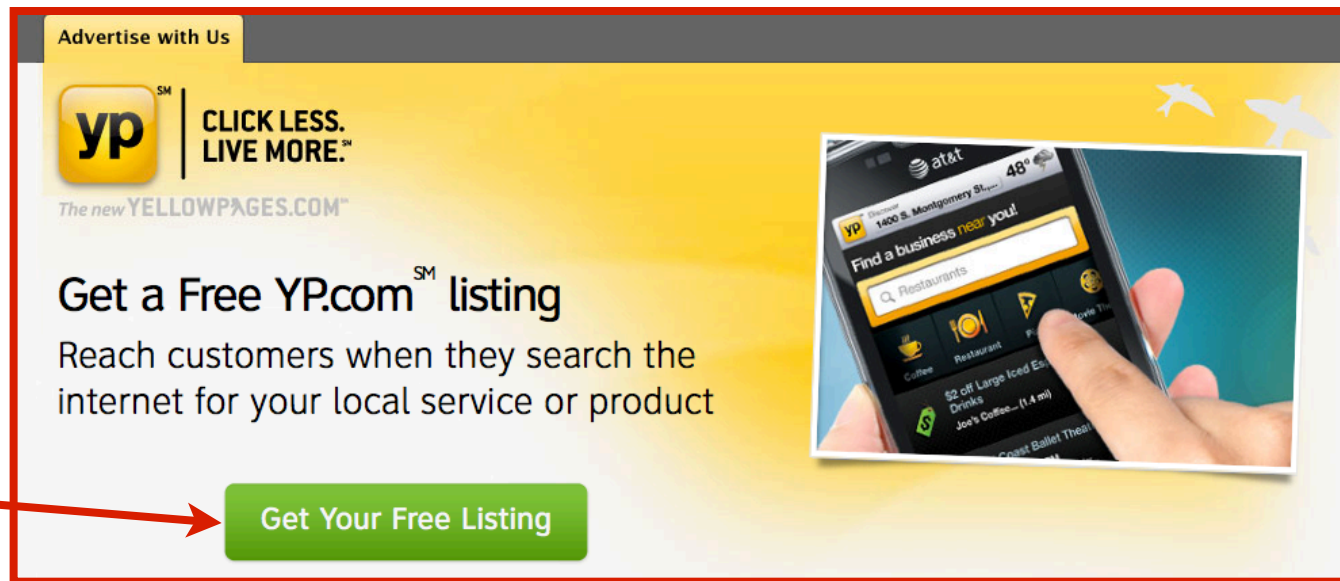
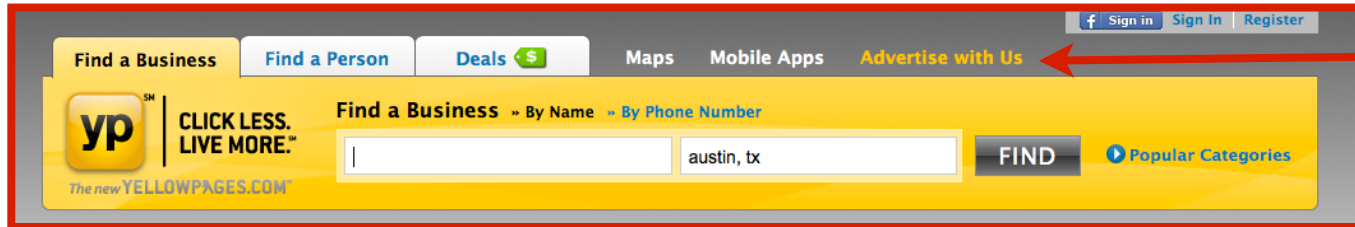
Objective 6 - Setting Up Local Directories

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Step
5

YellowPages - YP

Go to www.yellowpages.com - Click on "Advertise with Us", that will open a new page, then click on "Get Your Free Listing"



Objective 6 Setting Up Local Directories

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Step
6

Yelp
Go to <https://www.yelp.com/signup>

Objective 6 Setting Up Local Directories

Yelp
Real people. Real reviews.®

Create Your Yelp Profile

First Name:

Last Name:

Email Address:

Password:

Zip Code:

Gender: Male Female
(Optional)

Birthdate:
(Optional)

Country: United States [Change](#)

By clicking the button below, you agree to the Yelp [Terms of Service](#) and [Privacy Policy](#).

Sign Up

Yelp is the place where you can
Subscribe to your Favorite Reviewers!

Already a Yelp Member? Hey, come on In

Email Address

Password

[Forgot your password?](#)

Log In

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Step
7

Topix

Go to www.topix.com/merchants/landing

Objective 6 Setting Up Local Directories

The screenshot shows the Topix website interface. At the top, there's a search bar and navigation links. The main content area is titled "Listings in Chicago, IL" and includes a "Start" button. A red arrow points to the "Start" button. The page also features a sidebar with various links and a main content area with a "FREE Single city business listing" offer.

topix Local News: Round Rock, TX [CHANGE](#) | [Sign Up](#) | [Sign In](#) Search powered by **blekko**

1 2 3
SYRIA
Syria's Christians stand by Assad

Adobe Creative Suite® 5.5 Design Premium

Create rich digital publications for iPad, Xoom™, PlayBook™, and more [Free download](#)

HOME FORUMS TOP STORIES POPULAR LOCAL **NEW!** OBAMA ECONOMY US POLITICS WORLD SPORTS ENTERTAINMENT OFFBEAT **OTHER** [Twitter](#) [Facebook](#)

Manage your Local Listing - [Log in](#)

Listings in Chicago, IL

Use Topix to reach your local customers in Chicago, IL

Welcome to Topix Listings for Chicago, IL.
Your customers are increasingly looking online and using search engines to find and look up information on local businesses. We offer free classified listings to reach customers in Chicago, IL, as well as several options for paid premium listings.

FREE Single city business listing
Add your listing to our online business directory in Chicago. You can add a description, hours of operation, credit cards accepted and a coupon.
Note: Free business listings are limited to one city only.

Listing in Chicago (or city of your choice)

Add your coupon

Add your business info

[Start](#)

Step
8

Manta

Go to www.manta.com

The screenshot shows the Manta homepage with the following elements:

- Navigation: Browse Companies, More Resources, U.S., Worldwide, Manta Connect, Features, Promote Your Business, Add Your Company
- Header: manta Where Small Business Grows™
- Main Content: "Need More Customers? Let Us Help." with a list of benefits: Get Found Online, Connect With Prospects, Grow Your Referral Network.
- Quote: "In three years, Manta has brought us close to \$100,000 in business." - Josh of The Junkknuggers
- Call to Action: "Get Started!" button with a "Video" link.

Callout 1 is a red circle with the number "1" and an arrow pointing to the "Get Started!" button.

2

The screenshot shows the Manta registration form with the following sections:

- Header: manta Where Small Business Grows™
- Section: "Get Listed on Manta. It's Free!"
- Form Fields: "Tell Us About Your Company (All Fields Required)" including Country (dropdown), Company Name, Street Address, and Phone Number.
- Relationship Question: "What is your relationship to this company?" with radio button options: "I'm the owner of this company.", "I work for this company.", and "I don't work here, but I'm acting on behalf of this company."
- Buttons: "Continue to Customize Your Company Profile" and "Cancel".
- Sign In Section: "Sign In" with fields for "Your Email Address" and "Your Password", and a "Sign In" button with a "Forgot your password?" link.
- Benefits Section: "Manta helps you..." with a list of benefits: Be found by customers and prospects, Promote and drive traffic to your business, Get stats on who is visiting your profile, and Make business connections.

Callout 2 is a red circle with the number "2" and an arrow pointing to the "Company Name" input field.

Objective 6 Setting Up Local Directories

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Step
9

Mapquest

Go to www.listings.mapquest.com/apps/listing



Put your business on MapQuest - it's FREE.

MapQuest gives local businesses access to 1 out of every 5 people on the web.* Don't miss the chance to drive more customers to your door! Sign up today and add your website, hours of operation, photos, and all kinds of information about your business.

Get even more exposure for your business.

With MapQuest Premium Listings, you can help your business listing stand out from the competition with a highlighted special offer. Choose to promote your message on MapQuest or on multiple popular sites, including Yahoo!, Yelp, and SuperPages.

To get started, you'll need to create a MapQuest Merchant Account.

* Source: comScore May 2011

Create your MapQuest Merchant Account

First Name

Last Name

Phone

Email

By clicking "Create an Account" below, you electronically agree to our [Terms of Service](#) and [Privacy Policy](#) (the "Terms"); you acknowledge receipt of our Terms, and you agree to receive notices and disclosures from us electronically, including any updates of these Terms.

Create an Account

Already have an account? [Sign in](#)

Objective 6 Setting Up Local Directories

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Step
10

Local.com

Go to www.local.com

Objective 6 Setting Up Local Directories

ADVERTISER SIGN IN ADVERTISE WITH US JOIN SIGN IN

local.com Mostly Sunny 39.4°F Sandy, UT

FIND LOCAL: Businesses Deals Events Activities

Sandy, UT

Articles: Food Wellness Fun Household Shopping Finance Videos

Find Businesses Find Deals Find Events

SEARCH FOR LOCAL BUSINESSES (E.G. PETS, AUTOS, CAFES)

MORE ABOUT LOCAL.COM FEATURES

Call 800.670.3854 and Promote your business **FOR FREE.**

Get started local.com

EMAIL SIGN UP

Stay connected and up-to-date in your world. Tap into new events, deals and special opportunities only for Local.com members.

Enter Email Address

Subscribe

SOCIALIZE WITH US

facebook twitter

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Social Media Fast-track

Setting Up The Major Social Media Sites

Objectives:

- Setting Up Facebook
- Setting Up Twitter
- Setting Up Youtube
- Setting Up LinkedIn
- Setting Up Google+
- Setting Up Local Directories

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SMF: Homework



Here are your action items for this session:

- 1) **Set Up Your Social Media Sites**
- 2) **Get your business profile on at least 5 of the 10 local directories**

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Thank You!



*We look forward to seeing you on the
Social Media Fast-track Q & A Session!
Dani Lynn, Flip, Tucker and Sasha*

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Social Media Fast-track



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