

# 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
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- 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?*

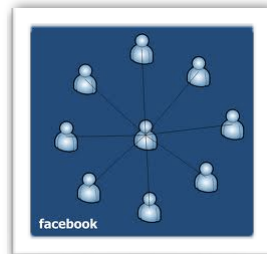
Almost half of the U.S. population has an account and there are over 800 million accounts worldwide. Facebook is ranked as the most used social networking service by worldwide monthly users.

# Introduction to Facebook



**20 Million**  
**Facebook apps** installed each day...

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



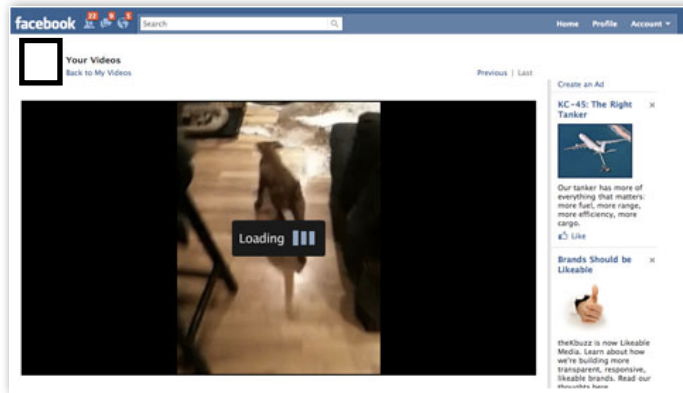
**30 Billion**   
**Pieces of content shared** on facebook  
each month (links, notes, photos, videos, etc)



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...



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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?

[Sign Up](#)

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.

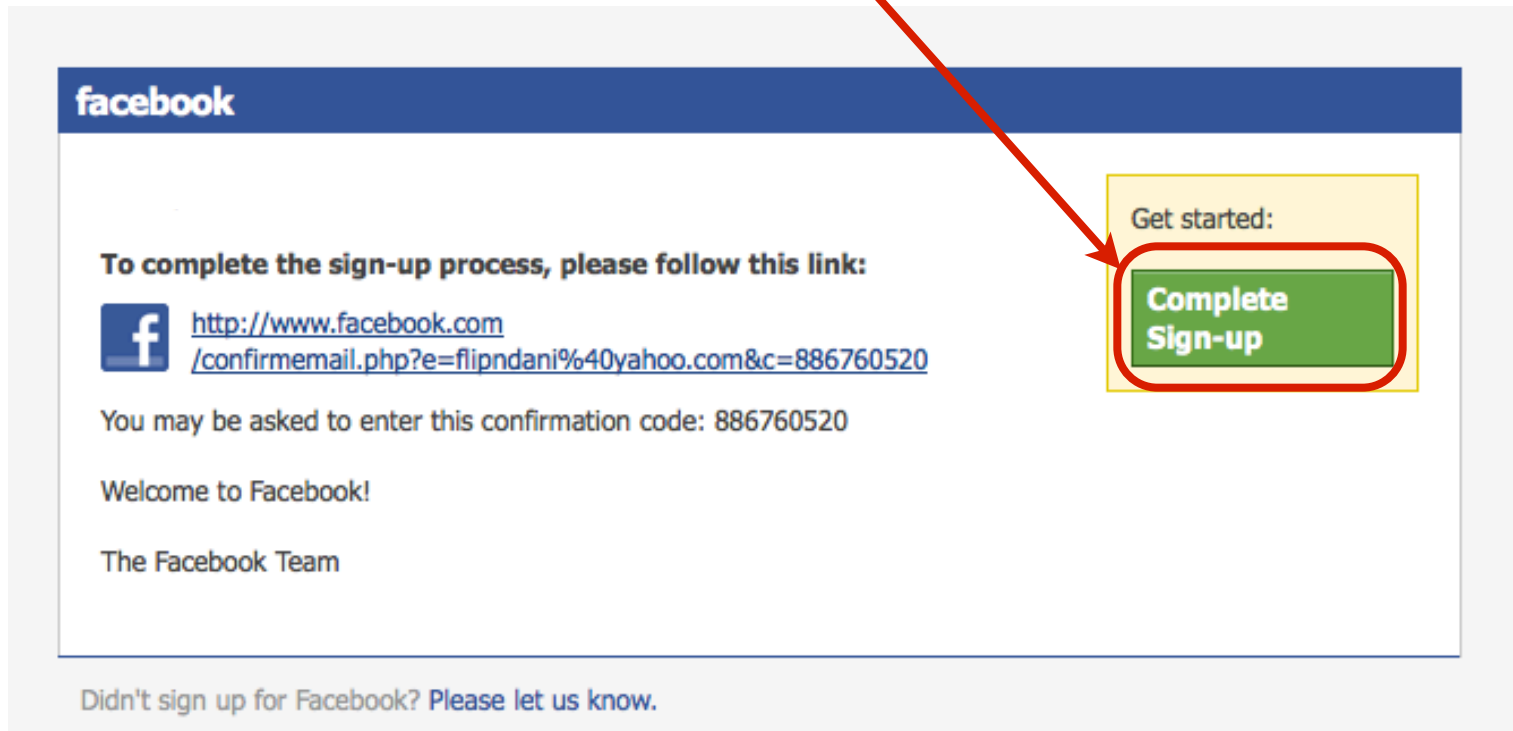
The screenshot shows the 'Set your profile picture' screen in Facebook. At the top, there is a progress bar with three steps: 'Step 1 Import your contacts', 'Step 2 Profile Information', and 'Step 3 Profile Picture'. The main area contains a placeholder for a profile picture on the left and two options 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 annotations include a circle with the number '1' pointing to the 'Upload a Photo' button, a circle with the number '2' pointing to the 'Take a Photo' button, and a circle with the number '1' pointing to the 'Save & Continue' button.

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**

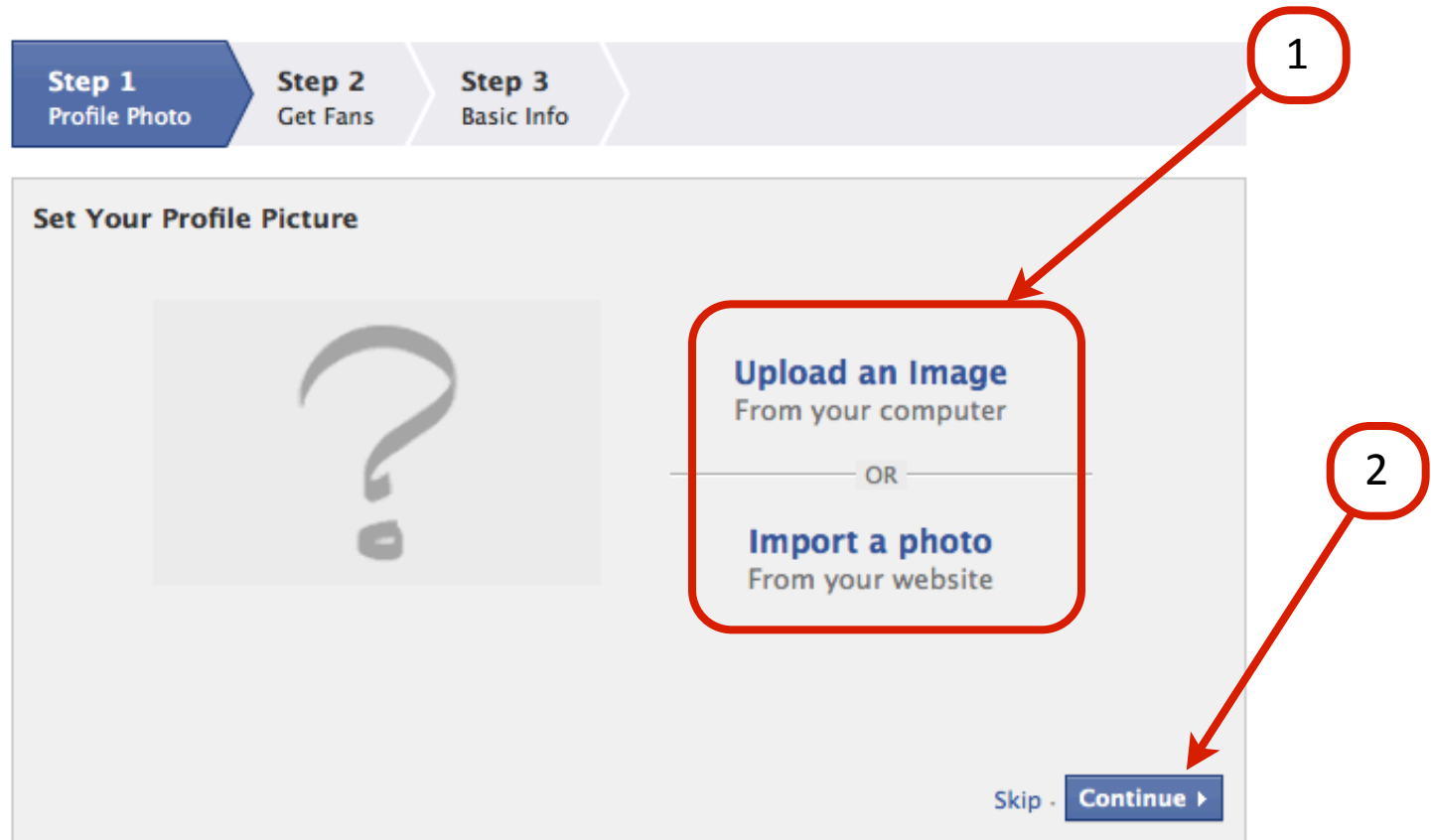
Create a Facebook Page to build a closer relationship with your audience and customers.

The screenshot shows the 'Create a Page' interface. A red box labeled '1' encompasses the six category selection tiles: 'Local Business or Place', 'Company, Organization or Institution', 'Brand or Product', 'Artist, Band or Public Figure', 'Entertainment', and 'Cause or Community'. A red box labeled '2' encompasses the 'Company, Organization or Institution' form, which includes a dropdown menu for 'Choose a category', a text input for 'Company Name', a checkbox for 'I agree to Facebook Pages Terms', and a blue 'Get Started' button. A red box labeled '3' encompasses the 'Get Started' button.

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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"

Step 1 Profile Photo   Step 2 Get Fans   **Step 3 Basic Info**

1

Add some basic information so that people who visit your page know more about it.

Website:

About:

2

3

◀ Back   Skip · **Continue ▶**

Objective 1 Setting Up Facebook

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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](http://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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