

## TOPIC: ORGANIC SOCIAL MEDIA BEST PRACTICES



# CREATING FACEBOOK AND INSTAGRAM ACCOUNTS



Creating Facebook and Instagram accounts are the first steps in starting your social media presence. Because Facebook and Instagram are both owned by Meta, they have created Meta Business Suites so you can post to both accounts in one location.

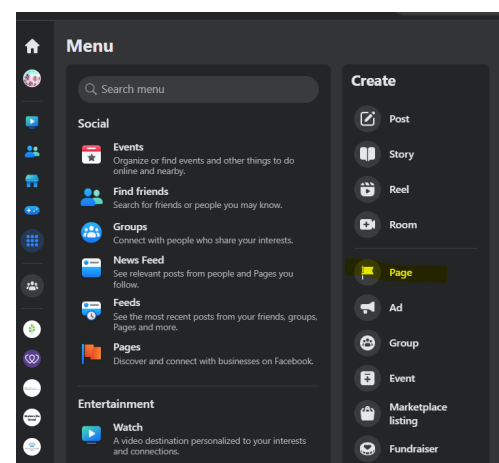
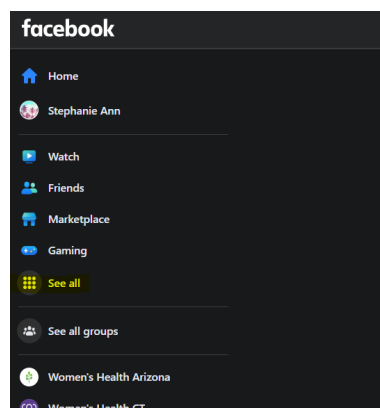
After you create your accounts, be sure to share the news with your patients, set up in-office signs with your account handles, and encourage them to follow you!

Follow the steps below to start your social media journey:



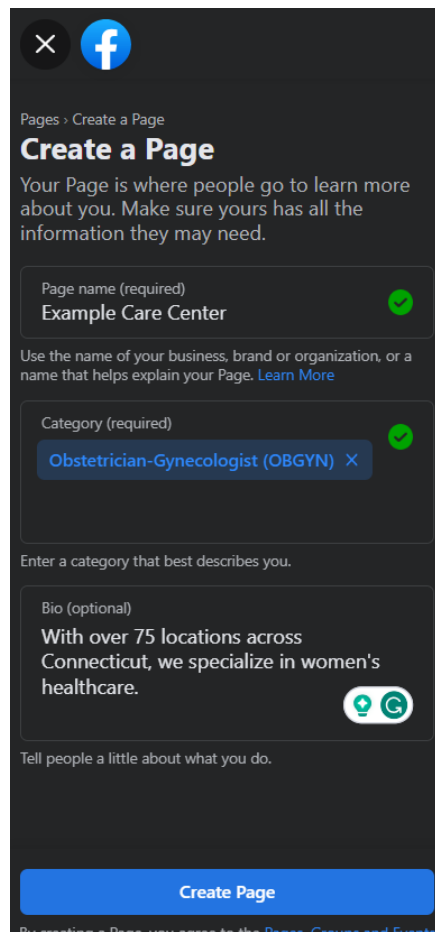
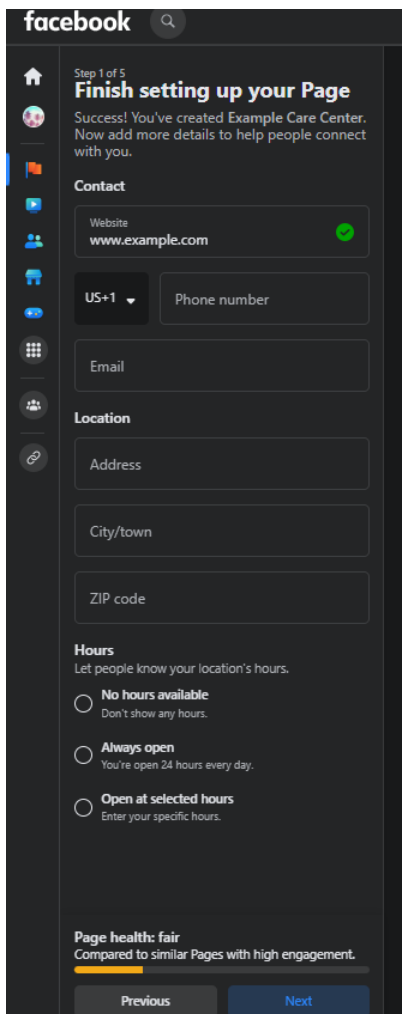
### Create a Facebook Business Page

- Before you begin, you must have a personal Facebook profile to manage the business account. Facebook Business Pages aren't the same as Facebook profiles. They're assets managed by a personal account, known as the Page administrator.
  - You can either use your personal Facebook account or create a new one with your work email address.
- Log in to Facebook with your account, then create a Facebook Page. You can click on the menu icon on the left, then click Page under the Create section.



From the Pages section, click Create new Page.

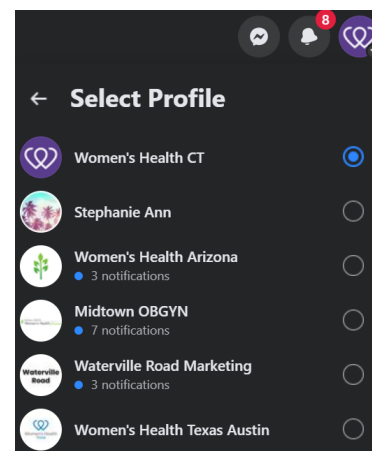
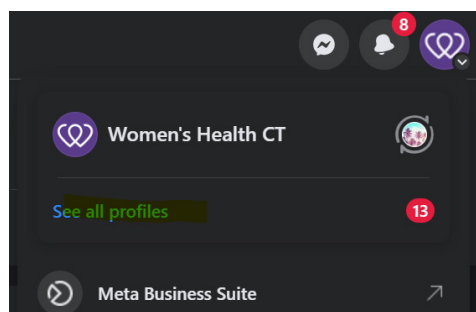
- Fill in your care center information.
  - **Name:** This is the public name and title of your Page.
  - **Category:** Add Obstetrics and Gynecology
  - **Description/Bio:** Your elevator pitch. Write a one or two-sentence summary of your care center culture. Be sure to include the services you provide and your locations.
- Then, tap **Create Page**.
  
- Follow the prompts to enter more details, like your business hours, website, phone number.



- Next add your profile and cover photos to your account.
  - We recommend having your profile photo be your care center logo to help brand recognition and so patients know they're in the right place.
  - Your cover photo can be something general about your care center such as a group photo of your providers, or a photo of inside or outside your office.



- Add an action button at the top of your Page, this serves as your main call to action. We recommend linking to your website.
- Once your account is set up, start posting! People won't start discovering your Facebook Page, or have a reason to follow it, until you post some content. For ideas on what to post on your account, watch Boost's Organic Social Media Best Practices Webinar!
- Also, be sure to start following other accounts in your community.
- Please note, if you have more than one location, you can create a Facebook account for each location if you choose to manage multiple accounts. To manage multiple accounts:
  - Log in to Facebook, then switch to using Facebook as your Page. Click on your profile photo at the top right, then tap the circle icon to switch to the last Page you used, or see all profiles if you manage more than one Page. You can switch back and forth by selecting the profile image.





## Creating an Instagram Account

- There are two ways to create an Instagram account. You can create a new account from the Instagram app or Instagram.com. If you already have an existing Facebook profile, you can use your existing account to create a new Instagram account. Both accounts will be added to the same Accounts Center.
- Download the Instagram app from the App Store (iPhone) or Google Play Store (Android).
- Once the app is installed, tap the Instagram icon to open it.
- If your Facebook account shows, you can:
  - Tap Continue as [name] to learn more about what happens when you create an Instagram account with your Facebook account.
  - Or choose not to use your Facebook account and tap Create new account, then follow the steps below to create a new Instagram account.
- To create an Instagram account with your Facebook account, tap Yes, continue, then tap Next to sync your name, and profile picture across apps. Note: You'll be prompted to log into your Facebook account if you're currently logged out.
- If you'd like to create an Instagram account without your Facebook account, tap Continue without Facebook.
  - Create a username, then tap Next.
  - Be sure to include your bio and your care center website url to your profile. Again, we suggest having your logo as your profile image.



- Once created, go to your profile and tap Menu in the upper right corner.
- Tap Settings.
- Tap Account.
- Tap Switch to a professional account.
- Tap Continue.

- Select a Category for your business and tap Done.
- Tap OK to confirm.
- Add contact details if you wish and tap Next.
- If you'd like, you can follow the steps to connect your business account to a Facebook Page associated with your business. This step is optional and will make it easier to use all of the features available for businesses across Meta. Note: At this time, only one Facebook Page can be connected to your business account.
- And just like with Facebook, once your account is set up, start posting! People won't start discovering your Page, or have a reason to follow it, until you post some content.

### **More Resources:**

Learn more about how to use the social media design tool Canva: [Canva design](#)

Learn how to connect your Facebook and Instagram accounts to manage them all on Meta Business Suites: <https://www.youtube.com/watch?v=Byg6VN6a5kw>