FREE GUIDE

Set Up Your Business Social Media

Step-by-step setup for Facebook, Instagram and other platforms worth claiming

Georgia Website Experts

706-577-4361 | Columbus, GA | Serving GA, AL, SC & FL

Before you start

- [ ] Your logo as a square image, at least 400 x 400 pixels
- [ ] A wide cover photo of your work, team or storefront
- [ ] A two or three sentence description of your business
- [ ] Your phone, email, website, hours and address or service area
- [ ] A business email address you'll keep long term

App menus change often. If a button has moved, search the app's Help Center for the step name.

Facebook Page

1. **Log in to your personal Facebook account**
   Business Pages are created and managed from a personal account. Your personal profile stays separate, and Page visitors won't see it.

2. **Create the Page**
   Open the menu, choose Pages, then Create new Page. Enter your business name, choose a category and add a short bio.

3. **Add your profile and cover photos**
   Use your logo as the profile picture and a photo of your work or team as the cover.

4. **Fill in your contact details**
   Add your phone, email, website, address or service area and hours.

5. **Add an action button**
   Choose a button like Call now, Send message or Book now so visitors can reach you in one tap.

6. **Add a backup admin**
   Give a trusted partner or employee full access so you never get locked out of your own Page.

Instagram

7 Create or open your account

Download Instagram and sign up with your business email, or use an existing account. Choose a username that matches your business name.

8 Switch to a professional account

Go to your profile, open the menu and find Account type and tools in your settings. Choose Switch to professional account, pick a category and select Business.

9 Connect it to your Facebook Page

Link your Instagram account to your Facebook Page so you can manage messages, posts and ads in one place with Meta Business Suite.

10 Complete your profile

Add your logo, a short bio that says what you do and where, your website link and contact buttons.

Other platforms worth claiming

- Nextdoor: claim a free business page so neighbors can find and recommend you.
- LinkedIn: create a company page if you sell to other businesses or plan to hire.
- YouTube: claim your channel name, even if you only post the occasional project video.
- TikTok: worth it if your work is visual and you're willing to post short videos.

Your first 30 days

- [ ] Post 3-5 times introducing your business, team and work
- [ ] Invite friends, family and customers to follow your Page
- [ ] Pin a post with your best offer or a great customer review
- [ ] Add your social links to your website and Google Business Profile
- [ ] Turn on message notifications and reply within a few hours
- [ ] Plan to post at least once or twice a week going forward

Want help? We set up and manage social media pages and social ads for businesses across Georgia and the Southeast.

Want us to do it for you?

Georgia Website Experts builds websites, sets up and manages Google Business Profiles and social media, runs ads and handles SEO and direct marketing for local businesses across Georgia, Alabama, South Carolina and Florida.

Call 706-577-4361

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Ask for your free Website Health Score.

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