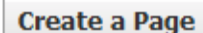


## A Basic How To for Creating a Facebook Fan Page & Twitter Account

### Facebook- [www.facebook.com](http://www.facebook.com)

Facebook is a popular, free-access social networking website that is operated and privately owned by Facebook, Inc. Users can join networks organized by city, workplace, school, and region to connect and interact with other people. People can also add friends and send them messages, and update their personal profile to notify friends about themselves. (Source: Wikipedia)

#### Creating a Facebook Fan Page

A rectangular button with a thin border and the text "Create a Page" inside.

1. Go to an existing Facebook Fan Page.
2. Then click, the **Create a Page** button located on the right hand side of the fan page.
3. Choose what kind of page you want to create, depending on what information you would like to be available on your page. (**Local Business** is the most basic, **Brand or Product** allows for a mission statement and overview of the company, but **Travel & Leisure** may be best for a tourism entity.)
4. Choose **Create a Page**.
5. A very important part of your Facebook Fan page is establishing a unique **UserName** for the page. Your user name should be easy to identify and relate directly to your brand, i.e. - [www.facebook.com/ExploreMinnesota](http://www.facebook.com/ExploreMinnesota)
6. You will then have the option to add photos, videos, discussion boards or anything you would like to have on your fan page.
7. To edit anything within your fan page, click **Edit Page** on the right side.
8. To navigate through yours and other fan pages, click the tabs under the page name.
9. To make your page public, choose **Publish this Page** and begin collecting "likes."

## Facebook Fan Page Example:



<http://www.facebook.com/bloomingtonminnesota>

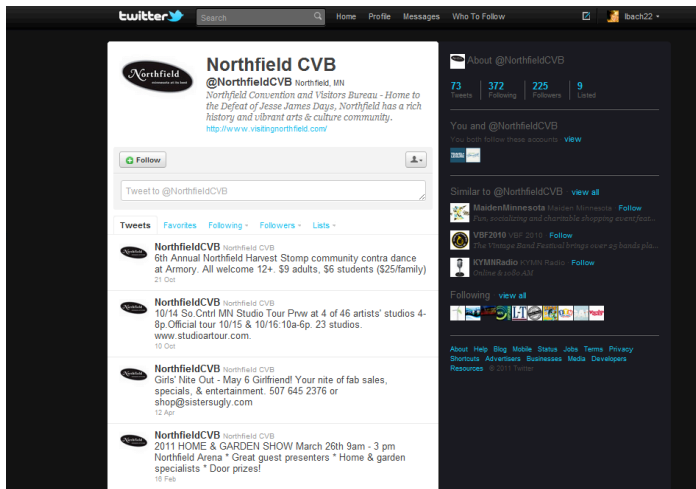
## Twitter- [www.twitter.com](http://www.twitter.com)

Twitter is a free social networking and *micro-blogging service* that allows its users to send and read other users' updates (otherwise known as tweets), which are text-based posts of up to 140 characters in length. Updates are displayed on the user's profile page and delivered to other users who have signed up to receive them. Senders can restrict delivery to those in their circle of friends. (Source: Wikipedia)

### How to Create an Account

1. Go to [www.twitter.com](http://www.twitter.com)
2. Begin registration under, **New to Twitter? Join Today!** Fill out all appropriate information and click **Sign Up**.
3. Continue sign up process including generating a username – remember that the user name should reflect your brand or product name - and click **Create My Account**.
4. Check email for confirmation and follow directions.
5. Use [www.search.twitter.com](http://www.search.twitter.com) to find people who are also using twitter.
6. Now, start sending “Tweets” on your page. Your followers will see your “Tweets” on their homepage. Using twitter to connect with the others you follow or your followers allows for constant and instant communication with anyone.
7. Connect your twitter account to your cell phone. Settings>phone and IM, follow the steps listed. This will allow for even quicker response time for tweets.
8. On your twitter homepage, you can monitor how many people are following your “Tweets” and how many people/brands you follow.

## Twitter Examples:



<http://www.Twitter.com/NorthfieldCVB>



<http://www.Twitter.com/GrandMaraisMN>

Think! Social Media - USA  
 3389 Habitat Trail  
 Pinckney, MI 48169  
 Office: 734-878-8800  
 Facebook.com/ThinkSocialMedia  
 thinksocialmedia.com