

How to Set Up Social Media Accounts for Your Business

A Step-by-Step Guide to Launching Facebook, Instagram & TikTok the Right Way

Introduction

This guide walks you through:

- Creating a Facebook Business Page
 - Setting up an Instagram Business Account
 - Launching a TikTok Business Account
 - Optimising each platform for visibility and conversions
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Section 1: How to Start a Facebook Business Page

Facebook is essential for local businesses. It builds credibility, allows reviews, and integrates with Meta ads.

Step 1: Create Your Business Page

1. Log into your personal Facebook account
(You must have a personal account to create a business page.)
 2. Click the Menu (top right)
 3. Select **Pages**
 4. Click **Create New Page**
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Step 2: Enter Business Information

You'll need:

- Business Name (exact legal or branding name)
- Category (e.g., Roofing Company, Contractor, Home Improvement)

- Business Description (1–2 clear sentences about what you do)

Pro Tip: Use keywords customers would search for.

Example:

“We provide residential roof replacement and damage inspections in *LOCATION*.”

Step 3: Add Contact Information

Complete all fields:

- Phone number
- Email address
- Website
- Service area
- Business hours

Incomplete profiles reduce trust and visibility.

Step 4: Upload Branding

Add:

- Profile Photo (Company logo)
- Cover Photo (Team photo, job site, branded van, or finished project)

The cover photo should visually communicate what you do.

Step 5: Optimize Your Page

Before posting:

- Add a **Call-to-Action button** (e.g., “Call Now” or “Get Quote”)
 - Enable Reviews
 - Create your @username (clean and consistent with other platforms)
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Step 6: Secure Your Page Properly

Go to Settings → Page Access:

- Add business partners if needed
 - Turn on two-factor authentication
 - Assign admin roles appropriately
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Section 2: How to Start an Instagram Business Account

Instagram is a visual authority platform. It pairs directly with Facebook under Meta.

Step 1: Download the Instagram App

Sign up using:

- Business email (recommended)
- Or connect to your Facebook business page

Using your business email keeps ownership clear.

Step 2: Create a Username

Keep it:

- Short
- Easy to spell
- Consistent across platforms

Example:

@UrmstonRoofing

Step 3: Switch to a Professional Account

1. Go to Settings
2. Tap Account
3. Select "Switch to Professional Account"
4. Choose "Business"

This unlocks:

- Analytics
 - Ads
 - Contact buttons
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Step 4: Optimize Your Bio

Your bio should clearly answer:

- What you do
- Who you serve
- Where you're located
- How to contact you

Example:

Roof Replacement & Damage Repair
Based in *LOCATION*
Free Inspections
Call ↓

Add:

- Website link
 - Call button
 - Email button
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Step 5: Connect to Facebook

Go to:

Settings → Accounts Centre → Add Facebook Account

Connecting accounts allows:

- Shared ad management
 - Cross-posting
 - Unified messaging
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Step 6: Upload Branding

- Profile photo: Logo (clean and cantered)
 - Story highlights: Add covers (Reviews, Before/After, FAQs, Insurance)
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Section 3: How to Start a TikTok Business Account

TikTok offers massive organic reach and local discovery.

Step 1: Download TikTok

Sign up with:

- Business email (recommended)
 - Or phone number dedicated to business
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Step 2: Create a Username

Keep it:

- Clean
- Brand-consistent
- No random numbers if possible

Example:

@DFWRoofing

@Not dfwroofing_293847

Step 3: Switch to Business Account

1. Go to Profile
2. Tap the three lines (top right)
3. Go to Settings & Privacy
4. Tap Account
5. Select "Switch to Business Account"

Choose your industry category.

Step 4: Optimize Your Profile

Add:

- Logo as profile photo
- Clear bio (who you help + location)
- Website link (available on business accounts)
- Business email

Example Bio:

Roof replacement and repairs
Free Inspections in LOCATION
 Book Here

Step 5: Enable Analytics

Inside Creator Tools:

- Turn on analytics
 - Review follower activity
 - Track video performance
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Section 4: Branding Consistency Across Platforms

Your brand should look identical across Facebook, Instagram, and TikTok.

Use the same:

- Logo
- Brand colours
- Username
- Description language
- Contact information

Consistency builds trust and recognition.

Section 5: What to Post First

Before promoting your page, upload:

1. Introduction post
2. Before & After project
3. Educational post
4. Testimonial
5. Team or culture post

Never send traffic to an empty profile.

Section 6: Basic Security & Ownership Setup

To protect your accounts:

- Use a business email (not a personal employee email)
- Turn on two-factor authentication
- Store passwords in a secure password manager
- Assign roles instead of sharing login info
- Maintain primary admin ownership

Many businesses lose access due to poor setup.

Section 7: Common Setup Mistakes to Avoid

1. Mixing personal and business content
 2. Inconsistent usernames
 3. Incomplete profiles
 4. Not switching to business accounts
 5. No call-to-action buttons
 6. Forgetting to connect Facebook and Instagram
 7. Letting an employee “own” the account
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Final Checklist Before You Start Posting

- ✓ Profile photo uploaded
 - ✓ Bio optimized
 - ✓ Contact info complete
 - ✓ Website linked
 - ✓ Call-to-action button set
 - ✓ Accounts connected (Meta)
 - ✓ Business account activated
 - ✓ Security enabled
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Final Thoughts

Setting up your social media correctly is the foundation of:

- Organic reach
- Paid ads
- Lead generation
- Brand authority

A clean, professional setup builds trust before you ever speak to a customer.
