

SOCIAL MEDIA: SETUP & DESIGN

We currently offer services for setting up two of the major Social Networks that are available; whether you should wish to choose one or both of them.

Facebook being one and Instagram (owned by Facebook) being the other, so the two social networks go hand-in-hand and are a good fit for posting across from one network to the other as you can synchronise the platforms.

If you're just starting out with social media, these are both good options in their own right to begin building a 'social' presence. Opting for both will enable you to build a varied audience and see which platform works best for your product or service type.

FACEBOOK SETUP SERVICE

The Facebook Setup Service costs £350 and entails the following work:

- A name search for your preferred Facebook URL

(Uniform Resource Locator) and its registration on your behalf.

- The business page type required is created and BusiKind complete the About section for your page as applicable. As standard, setup includes the following:
 - Business Name
 - Address*
 - Telephone Number
 - Email Address
 - Website Address
 - Business Description
- The design of the Facebook cover (including a Traditional QR Code) for your business page created to your brief and the message you wish it to convey.
- We will use your logo (if you have one) or text/imagery in its place to create the profile image/icon for your page.

In order to manage a Facebook Business Page you must have a personal profile to do so from or entrust another individual/business to do this on your behalf.

*Does not apply to Community or public figure pages.

INSTAGRAM SETUP SERVICE

The Instagram Setup Service is £350 and entails the following work:

- A name search for your preferred Instagram URL and securing it on your behalf.
- The Business Profile is created and will include:
 - Name (Personal/Business)
 - Username (URL)
 - Website Address
 - A Brief Bio With Keywords
 - Personal Information

Personal information required includes a telephone number and an email address which do not need to be displayed in your profile publicly. However, Instagram requires the telephone number to be verified.

- The design of three posts that connect together to display as either a spread/carousel to convey your desired message(s).
- As with the Facebook service, we will also assign your logo or an alternative for it as your profile photo/image.

Instagram profiles can currently be set up and managed independently of any personal profile.

FURTHER CONSIDERATIONS

If opting for an Instagram profile without a corresponding Facebook Page, note that you can currently only create/edit posts from within the Instagram App which means that a mobile device or tablet is required in order to do so.

Alternatively, if you did opt for a corresponding Facebook Page it can be connected and synchronised to your Instagram Profile. In this case, you would be able to streamline account posts for both platforms via the Facebook Business Suite more conveniently i.e. via a laptop or Desktop PC.

MEDIA DESIGN

Media files produced for social media are provided in PNG format for digital/online use.

**LEARN MORE ABOUT THE
PLATFORMS OR THIS SERVICE,
ASK US A QUESTION**

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