



Have
the
Talk of a
LifetimeSM

MEMBER SOCIAL MEDIA SETUP GUIDEBOOK



INTRODUCTION

The use of social media to support *Have the Talk of a Lifetime*SM

Social media has become a part of everyone's life and provides a powerful platform to share personal stories, pictures, and engage others in causes and organizations that make a difference.

Platforms such as Facebook, Twitter, Google+, YouTube, and Pinterest have become a major part of consumer culture as they allow businesses to build credibility, get news out quickly and promote their services in a timely and efficient manner.

The *Have the Talk of a Lifetime*SM campaign is a natural fit for social media and can help you establish a personal relationship with your customers while helping to promote the new public education campaign.

If your business does not yet have a presence on social media, this guidebook will help you set up a page or profile. Once your business' page or profile is complete, you can use it to support the *Have the Talk of a Lifetime*SM initiative through your "likes," "tweets," video views and other interactions. The more you and your business "share" the word, the more effective we will be in changing attitudes toward our profession and the value of memorialization.

To learn more about the national FAMIC *Have the Talk of a Lifetime*SM campaign visit www.famic.org/campaign or contact your national association:

Casket & Funeral Supply Association
Cremation Association of North America
Funeral Service Foundation
International Memorialization Supply Association
International Order of the Golden Rule
Monument Builders of North America
National Concrete Burial Vault Association
National Funeral Directors & Morticians Association
National Funeral Directors Association
Selected Independent Funeral Homes

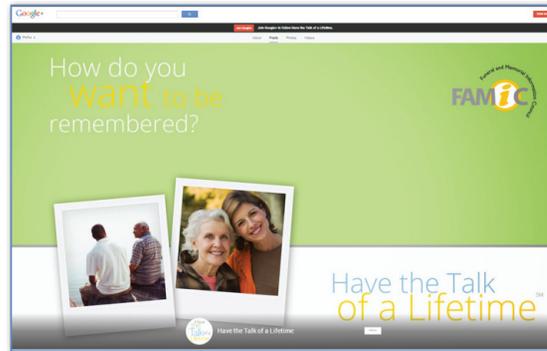
Everyone's participation will matter and make a difference in the success of our campaign!



Setting up Google+ and YouTube



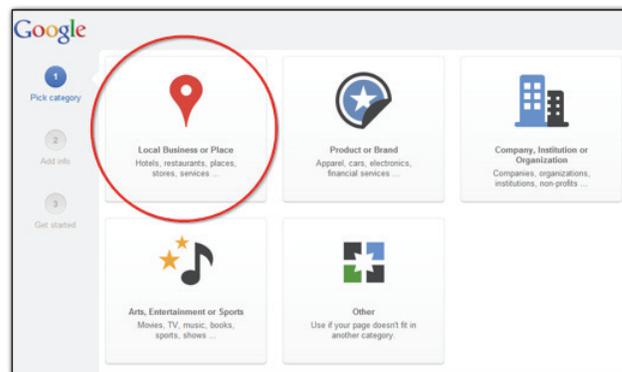
 Google+ is all about the “follow,” the “share,” and the “+1.” Follow the *Have the Talk of a Lifetime*SM page, like the content with a “+1,” and share the content on your own Google+ page.



<https://plus.google.com/102470508579365026272/posts>

Follow these steps to set up your Google+ business profile:

1. Visit <https://plus.google.com/pages/create> and pick the category “**Local Business or Place.**”



You will be prompted to enter your business phone number and click “**Locate.**”

- If Google finds your business, click it, review the details, and click “**OK.**”
- If Google cannot find your business, click “**Add your business to Google,**” enter your business name and address, select a category and click “**OK.**”

2. The next page will allow you to list your website URL as well as change the content restrictions (i.e. if there was anything inappropriate for children). Check the box next to “I agree...” and click “**Continue.**”

3. On the next screen, you can add a profile picture (by clicking the circle to the left of your business name and address), add a cover photo (by clicking the “**Change cover**” button on the right), and add an email address for your business if you’d like. Once you are done, click “**Finish.**”

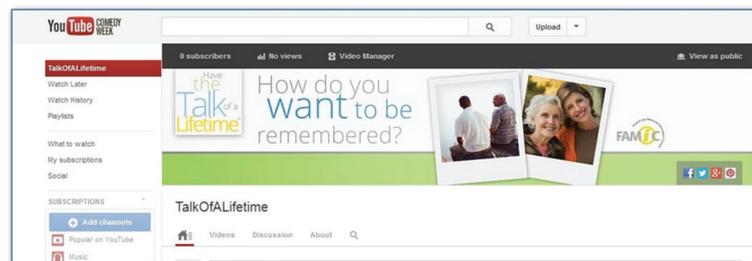
- Google+ Cover Photo Size: 2120 x 1192
- Google+ Profile Photo Size: 270 x 270 (now appears round, not square)

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4. You will be prompted to click through on some helpful tips from Google+. Click through them to gain a greater familiarity with the features of your new page!

Google+ Tips

- Contact information is most important in Google+, above all other social spaces, for Google maps and directory searches. Make sure your contact information is always up-to-date on your Google+ business page.
- Use hashtags (words preceded by #) to join the conversation on a common topic and be more searchable. Simply put, hashtags are a way for people on Twitter or Google+ to search for Tweets or posts on a common topic. Only words preceded by the # show up in the search.
- Follow the *Have the Talk of a Lifetime*SM page and “share” or “+1” posts.



<http://www.youtube.com/user/TalkOfALifetime>

Once you have a Google+ account, you can set up a YouTube channel by going to https://www.youtube.com/create_channel and clicking on “**Create an Account.**” Your YouTube account will automatically populate with your Google information. To personalize this account, click on the pull-down menu in the upper right corner of the screen where you see the blue head next to your email address.

YouTube Tips

- Include consistent branding and professional design for the profile image and background.
- Subscribe to the *Have the Talk of a Lifetime*SM YouTube channel and include links to your other social spaces and your website.
- Make sure all videos have descriptive titles. Include complete descriptions for each video so that they are easier to find.



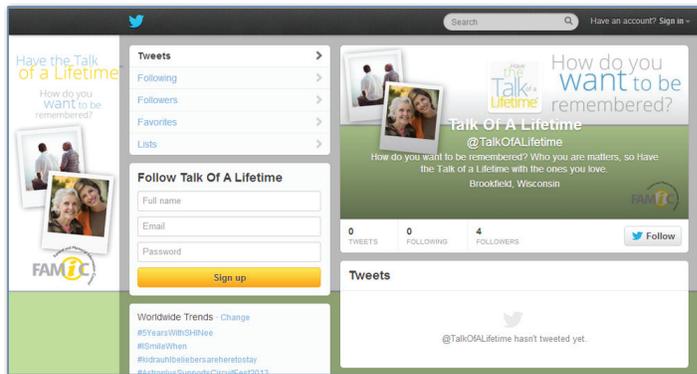
Signing up on Twitter



Twitter is all about “following,” “tweets,” “re-tweets,” “@mentions,” and “#hashtags.” Follow the the *Have the Talk of a Lifetime*SM page, “re-tweet” and share the content to your own followers. When you’re posting your own tweets about the campaign, make sure to mention @talkofalifetime.



You’ll learn more about that when you follow the Twitter tour at the end of your account setup.



<https://twitter.com/TalkOfALifetime>

The following instructions were modified from the steps outlined on <https://support.twitter.com/articles/100990-signing-up-with-twitter>

1. To set up your Twitter page, go to <https://twitter.com/signup>.
2. Enter your Business name, email address, and a password.
 - An email address can only be associated with one Twitter account at a time.

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3. You will also need to choose a **username**. This is your interface for your audience. Make sure your username reflects your business and personality so that your audience can easily tell who you are. Twitter will tell you if the username you want is available.
 - Usernames must be fewer than 15 characters in length.
4. Click “**Create my account**” (Twitter will send a **confirmation email** to the address you entered on sign up, click the link in that email to confirm your email address and account).
5. After creating your account, you will be taken to a Welcome Page; click “**Next.**”
6. On the next page you will be prompted to start by following five other accounts. Twitter will provide you with recommendations; however, it is a good idea to prepare a list of 15-30 people or businesses you would like to “follow,” including the campaign page (<https://twitter.com/TalkOfALifetime>), professional organizations, vendors, inspiring people, or other companies that you want to stay up-to-date with.
7. Now you will now be able to upload a profile picture (typically a logo) and add your business bio. This is what your audience will see when they find you on Twitter. The bio can be up to 160 characters and should include a list of your services, a link to your website as well as other social media page usernames.
 - Twitter Header Photo Size: 520 x 260
 - Twitter Profile Photo Size: 81 x 81
8. It is a good idea to take the Twitter tour to learn more about making the most of your profile.

Twitter Tips

- Design visually appealing profile images and cover images.
- Post images and videos for higher engagement.
- Use hashtags (words preceded by #) to join the conversation on a common topic and be more searchable. Simply put, hashtags are a way for people on Twitter or Google+ to search for Tweets or posts on a common topic. Only words preceded by the # show up in the search.
- Reply to other users by tagging them in conversations with @Mentions to increase interaction.
- Hook readers with a compelling question.



Create a Business Facebook Page



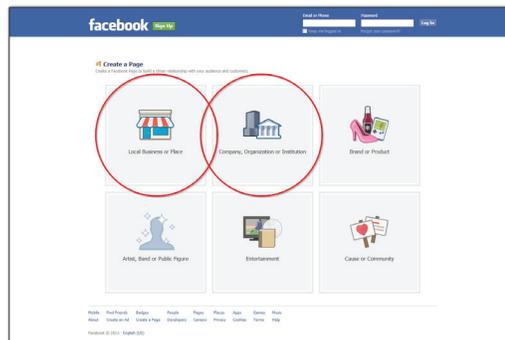
Facebook is all about “shares” and “likes.” “Like” the *Have the Talk of a Lifetime*SM Facebook page, and be sure to “like” and “share” all the content posted on the campaign page.



<http://facebook.com/HaveTheTalkOfALifetime>

The following instructions were modified from the steps outlined on www.facebook.com/business/build.

1. Visit <http://www.facebook.com/pages/create.php> to create a business Facebook Page.



2. Choose the appropriate classification for your Page. Recommendations are “**Local Business**” or “**Company**.” Do not select Local Business unless you have a physical location (because Facebook will automatically turn your Page into a Place as well). When you click a classification, you will then need to choose a category. Choose the one that best suits your business.
3. Choose a Page name that will help your audience easily identify and find you. If you have a clear brand/business name, the choice is easy. Having keywords in your Page title is a good idea. Keywords will help your Page to come up in Facebook search.
 - You have a limit of 70 characters for your Page name.
4. Pick a logo or another image that people associate with your business to use as a profile picture. The profile picture is the image that appears next to every post that goes into the news feed from your Page.
 - Facebook Profile Photo Size: 180 x 180.

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5. Write a description of your business so people understand what you do. Facebook pages are indexed in Google, so you will want to make sure this description is very descriptive and include common words that consumers might use to search for your business. This basic information appears in the field just under your cover photo.
 - Only the first 155 characters will show in this field. It's a good idea to link your website in this field.
6. Set a memorable web address for your Page that you can use on marketing material to promote your presence on Facebook.
 - If your Page name is "Smith's Funeral Home", you might choose "<http://www.facebook.com/SmithFuneral>" as your Page web address.
7. Choose a cover photo that represents you and showcases your product or service. It's the first thing people will see when they visit your Page.
 - The cover photo must be a minimum of 399 pixels wide (most standard photos are fine) and works best if it is sized to 851 pixels wide by 315 pixels high. If you do use a standard photo, you will be able to position it to fit in the space, but some area of the photo at the top or bottom will be hidden.
8. Add to your "About" page. In addition to the short description you added in step five, you can add even more information about what you do. Click the "Edit Page" and "Update Info" menu selections from the admin panel at the top of your Page.
 - The information you can add to your "About" page varies depending on the category you chose for your business. If you categorized yourself as a local business, you will have a map on your "About" page with the address of your business.



You are now ready to create your first post.

You can create different kinds of posts on your Page including updates, photos, videos and questions. You can also share posts from other pages. The people who like your Page will see some of your posts in their news feed.



Invite people you know to like your Page.

You've probably got a community of friends, family, clients, and employees who care about your business. Invite them to like your Page.

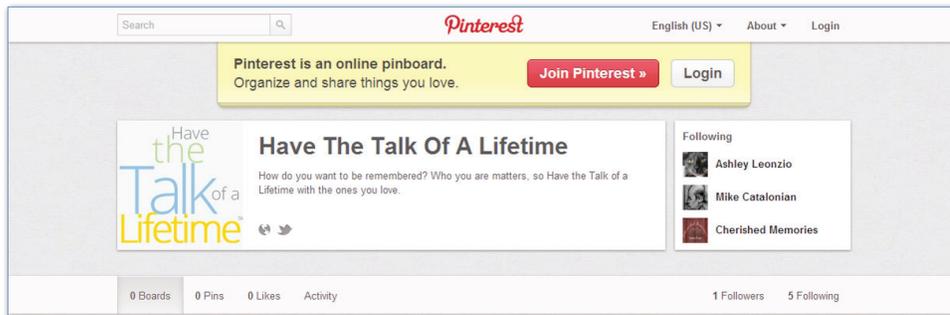
Facebook Tips

- Be sure your branding message is consistent.
- Cover and profile images should have a professional look.
- Add images and videos as often as possible.
- Post frequently and try to engage viewers.
- Your address and phone number should be clearly visible.



Setting up a Business Pinterest Page

Pint Pinterest is all about “followers” and “pins.” Follow the *Have the Talk of a Lifetime*SM page and “pin” the content posted on the campaign page to your own Pinterest boards.



<http://pinterest.com/talklifetime>

To create your business page, visit <https://pinterest.com/business/create> and follow the helpful prompts provided by Pinterest.

A screenshot of the 'Create Business Account' form on Pinterest. The form is titled 'Create Business Account' and includes a link for 'Already have an account? Convert'. It contains several sections: 'Business Type' with a dropdown menu; 'Contact Name' with 'First Name' and 'Last Name' fields; 'Email Address' with an 'Email Address' field; 'Password' with a password field and a '6 characters minimum' note; 'PROFILE INFO (shown publicly)' with 'Business Name', 'Username', and 'Profile Image' fields; 'About' with a text area for 'Enter a description for your profile'; and 'Website' with a text field for 'Enter your website address'. At the bottom, there is an 'AGREEMENT' section with a 'Terms of Service' link and a checkbox for 'I agree to the Business Terms of Service and Privacy Policy'. A 'Create Account' button is located at the very bottom.

1. **Choose a Business Type** –Your business type is most likely “**Local Business.**”
2. **Contact Name** – This will be the person in charge of managing your account.
3. **Email Address/Password** – You should sign up with the same email address that you use for your Facebook, Google+ and Twitter accounts. This lets you share new pins through your other social media accounts.

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EVERYTHING YOU ENTER IN THIS NEXT SECTION IS VIEWABLE PUBLICLY:

4. **Business Name** – Enter your company name.
5. **Username** – Create a Pinterest username.
(This will be your Pinterest URL: <http://pinterest.com/username>) You should try to keep this as consistent as possible across your social media platforms.
6. **Profile Image** – Choose your logo for your profile picture and click “**Upload.**”
 - Pinterest Profile Photo Size: 160 x 165
7. **About** – Add a brief description of your business and services.
8. **Website** – Add your website URL. Once your account is set up, Pinterest will walk you through the steps of verifying your website.
 - Following the steps provided by Pinterest to verify your website is important. It allows you to have your URL in your Pinterest header so your visitors/followers can find you more easily. You will need to add a small snippet of code that is provided by Pinterest to your website so that they can ‘verify’ that you have official access to your website. Don’t forget to ‘verify’ it in Pinterest once the code is added.
9. **Agreement** – Click on “**Accept Terms**” to agree to the terms of service and launch your account.
10. Once your Pinterest account is launched, you will see small gray symbols in your header that can become your URL, your location, and links to your Facebook and Twitter accounts. You can click on the Facebook and Twitter links to log in to those accounts and link them to your new Pinterest account.

Pinterest Tips

- Once you’ve created your account, you’ll want to add content that will be interesting to your audience and worthy of a repin, where your followers literally repin one or more of your pictures on one of their boards so that all of their followers can see it.
- Allow people to “pin” from your website. Have your web developer include a “Pin It” button to allow your followers to pin your interesting pictures to their own pinboards.
- Follow active pinners who are local to you.

FAMIC Members



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