



Social Media Business Accounts

The Buzz on Business Accounts

Social media can be a powerful way to spread joy, build relationships and inspire others - much like flowers. It can also be a tool for reaching to customers, growing your business and promoting your work. If you haven't set up social media business accounts for your flower shop, you're in the right place. This guide will help you move from personal profiles (if you have them) to Facebook and Instagram Business accounts with confidence.

Facebook

What is a Facebook Business Page?

A Facebook Business Page can be an effective way to grow your business, giving you the opportunity to reach current and future customers where they are spending their time and are highly engaged. It is like a personal profile, but created just for businesses. Think of a Business Page as a key ingredient to get your business to the next level.

What's the Difference?

	Personal Profile	Groups	Business Page
Publish Content	X	X	X
Respond to People	X	X	X
Group Chats	X	X	
Make Private	X	X	
Boost Posts			X
Run Ads			X
Calls to Action			X
Get Analytics		X	X
Show Up In Google			X

Top 3 Reasons to Have a Business Page:

1.

Build a Community.

Post updates, photos, and videos to communicate with your customers.

2.

Use Business Tools.

Enhance your page and help achieve goals by creating events and selling your products.

3.

Understand Your Customers.

Learn what your customers care about using free Page Insights.



But First, Graphics

Before you set up your Business Page, you'll want to have two visuals ready to ensure your business is represented as beautifully as the bouquets you deliver.

1. **Profile image** (square). This should be your logo.
2. **Cover photo** (1800x704px for best quality). This is the photo that is at the top of your profile. This could be a recent arrangement or other high-quality photo that represents your work or your brand.

How to Start a New Facebook Business Page

Pages > Create a Page

Create a Page

Page Information

Page name (required)

Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

Category (required)

Florist

- Florist
- Gift Shop
- Local Service
- Shopping & Retail
- Sports & Recreation
- Real Estate
- Legal

Description

Write about what your business does, the services you provide, or the purpose of the Page.

Character limit: 255

Create Page

1.

Go to facebook.com/pages/create.

2.

Tap to choose a Page type.

3.

Fill out the required information.

4.

Tap Create Page.

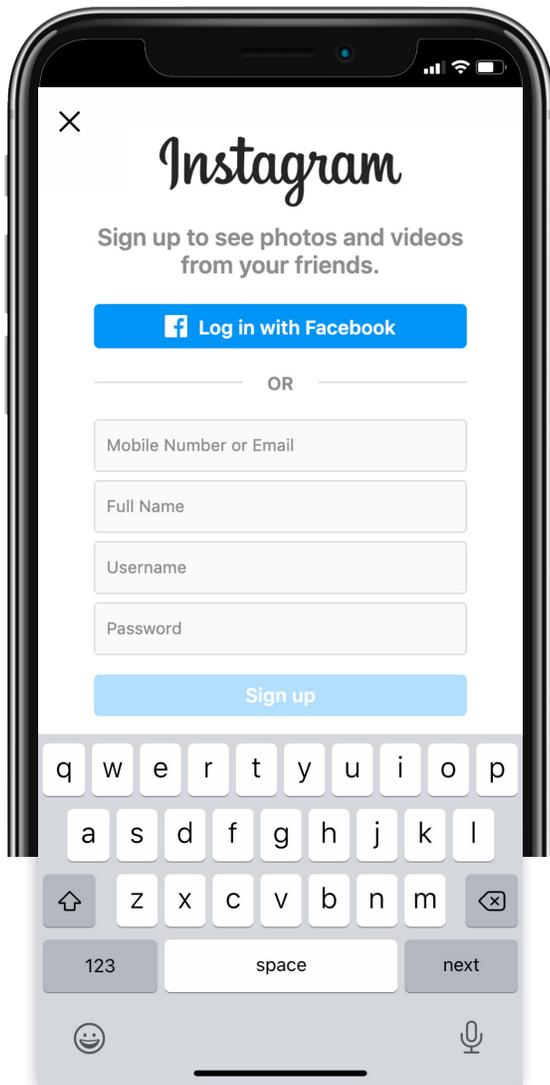


Instagram

What About Instagram

While Insta-fame doesn't happen overnight, start planting the seeds with an Instagram Business Account. Create a new one or update your personal account to a Business or Creator* one and enjoy the same business-only benefits. After this is complete, connect Instagram to Facebook for added perks.

How to Create a New Instagram Business Account



1.

Download and launch the Instagram App on your phone.

2.

Sign up for an account.

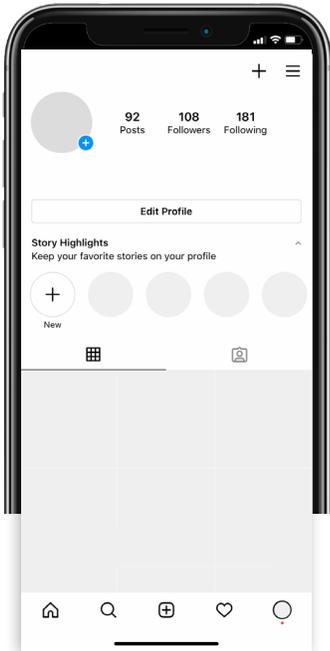
3.

Upgrade your account to a business (see next section).

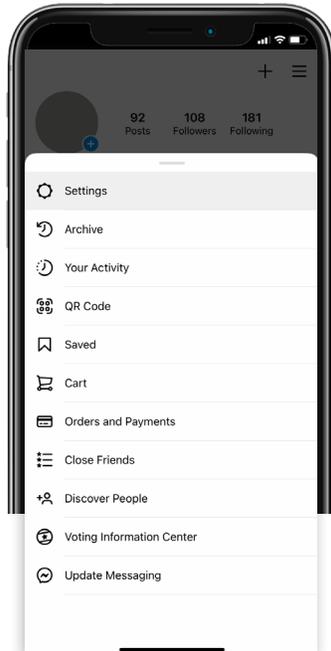


How to Upgrade your Instagram Account to a Business:

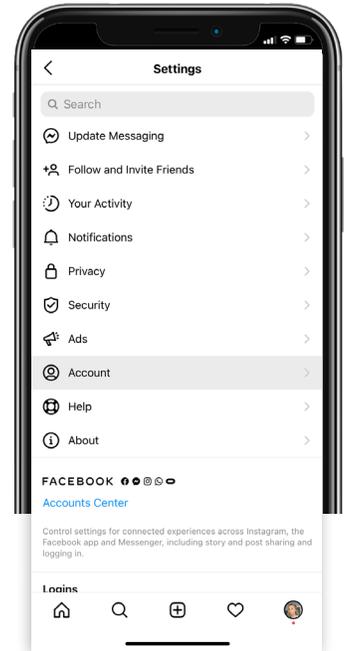
1. Go to your Instagram profile and tap in the upper right corner.



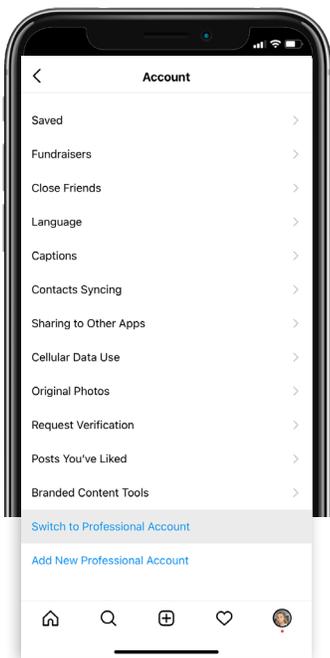
2. Select Settings.



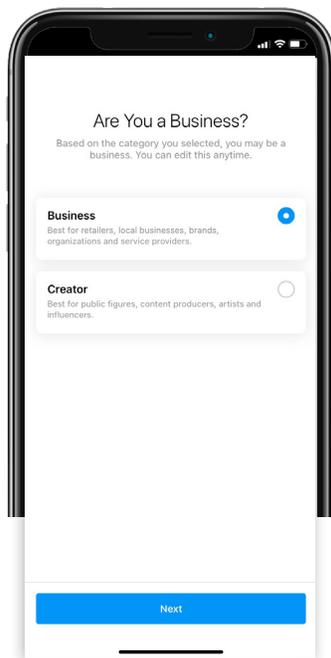
3. Select Account.



4. Select Switch to Professional Account.

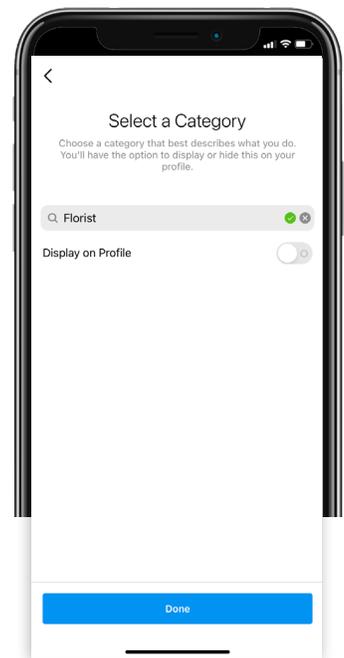


5. Tap Business [recommended] or Creator.*



6. Add details like category and contact information.

7. Tap done.



*Business vs Creator Accounts

Both account types offer advanced reporting, advertising, customizable inboxes to better track DMs, call-to-action features and more.

Difference: Only Business accounts connect with other API's, which allows you to use third-party websites to schedule posts and get extra reporting tools.



Perk Alert

Benefits of connecting your Instagram Business account to your Facebook Page include:

Wider Advertising Reach

When you're ready to devote some budget to it, any Facebook ads can also run on Instagram.

Easy Community Management

Respond to people on Facebook and Instagram in one dashboard, and selling your products.

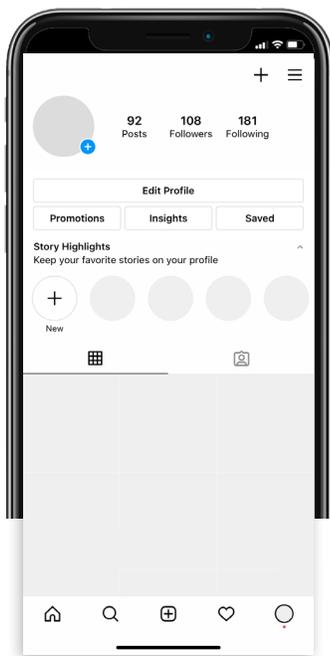
More Reporting Tools

Get special insights for both platforms.

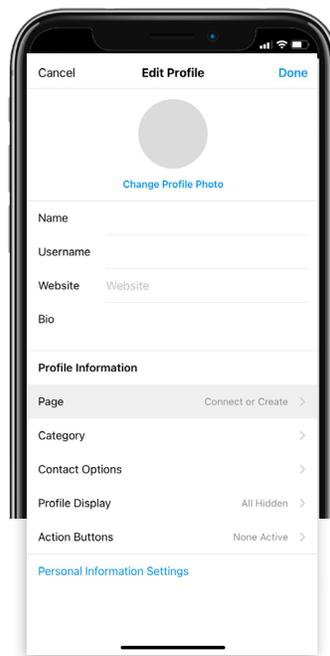
Did You Know? Facebook owns Instagram so it makes it easy for the two social media platforms to work together.

How to Connect Instagram Business Account to Facebook Page:

1. Navigate to the profile view of your Instagram account.

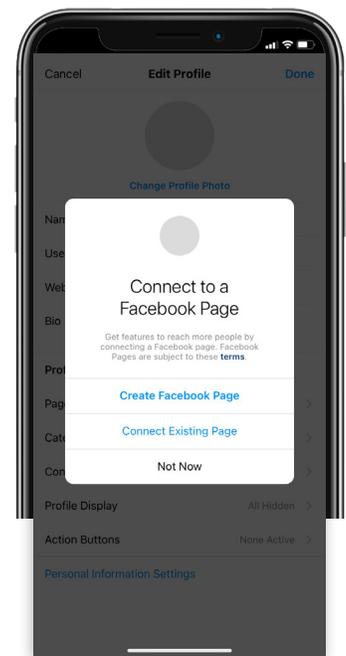


2. Tap Edit Profile.



3. Tap Page.

4. Select Connect Existing Page and follow the prompts to select your Business Page.



Final Thoughts

This foundation will grow your audience and help your business blossom on social media. Follow @mercurynetwork for some inspiration and don't forget to tag us - we can't wait to see you on the 'gram!