



SOCIAL MEDIA

FOR BUSINESS ACCOUNTS

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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 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.

LEAD WITH 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.

- Profile image (square). This should be your logo.
- Cover photo (1800×704px 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.

FTD creates graphics for florists to use on social media that you can find [here](#).

TOP 3 REASONS TO HAVE A BUSINESS PAGE

01 .

BUILD A COMMUNITY

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

02 .

USE BUSINESS TOOLS

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

03 .

KNOW YOUR CUSTOMERS

Learn what your customers care about using free Page Insights.



FACEBOOK **f**

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 |

HOW TO START A NEW FACEBOOK BUSINESS 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.

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

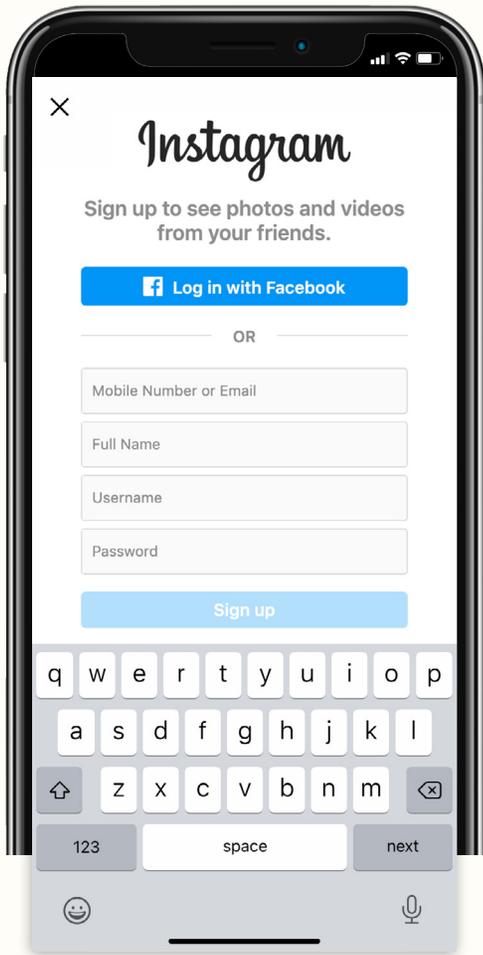
- Florist
- Gift Shop
- Local Service
- Shopping & Retail
- Sports & Recreation
- Real Estate
- Legal

Description

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

Character limit: 255

Create Page



INSTAGRAM

WHAT ABOUT INSTAGRAM?

While it might take time to create a substantial following, start planting the seeds with an Instagram Business Account. 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 to a Business Account.

THE DIFFERENCE BETWEEN BUSINESS ACCOUNTS VS. CREATOR ACCOUNTS

Both account types offer advanced reporting, advertising, customizable inboxes to better track DMs, call-to-action features and more. Only Business Accounts connect with other API's, which allows you to use third-party websites to schedule posts and get extra reporting tools. If you'd like to upgrade your account to a business account, follow the steps below.

HOW TO UPGRADE YOUR INSTAGRAM ACCOUNT TO A BUSINESS ACCOUNT

01. Go to your Instagram profile and tap  in the upper right
02. Select "Settings"
03. Select "Account"
04. Select "Switch to Professional Account"
05. Tap "Business" [recommended] or "Creator"
06. Add details, like category and contact info
07. Tap "Done"

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.

MORE REPORTING TOOLS

Get special insights for both platforms to help you better make decisions about your audiences and future marketing.

DID YOU KNOW?

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

HOW TO CONNECT YOUR INSTAGRAM BUSINESS ACCOUNT AND FACEBOOK PAGE

01 .

Navigate to the profile view
of your Instagram account

02 .

Tap "Edit Profile"

03 .

Tap "Page"

04 .

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



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