



HOW TO SET UP SOCIAL MEDIA ACCOUNTS

Facebook, Twitter, Instagram, TikTok

Facebook

STEP 1

Log in to your personal Facebook account. If you don't currently have an account, create an account, [here](#).

STEP 2

Once logged into Facebook, you'll appear on the home page (or timeline). Across the top bar on the right-hand side, to the right of your profile picture and name, you'll see four buttons, the first being a plus sign. Click this and a drop-down box will appear. To create a page, simply selected 'Page' from the list. To create a group, select 'Group' from the list.

STEP 3

PAGE:

Once through to this page, on the left-hand side of the screen, there are a few boxes where you will enter information, such as the name of the page (in this case, the club).

In the category, start by writing 'sports' in the textbox, and a preference list will begin appearing. Select 'Sports team' in this instance.

In the description textbox, this is a chance to describe who your club is – some important details to include the competition(s) you participate in, how many clubs, any successes.

You can see your progress as a type on the preview adjacent, on the right half of the screen. You can switch this between a desktop and mobile view.

GROUP:





After clicking this option, a pop-up box with text and selection options will appear, prompting you to write in your group name (in this case, the club, or if it's for a specific team, include the age group or competition level).

The next box is a drop-down option about the group's privacy settings – select 'Private' so that only members of the group can see the discussions and post themselves, whereas selecting 'Public' will mean that anyone searching for the group can read the posts and see the group's members without joining first.

You may choose to add members to the group in this initial stage also, by typing the names in the third text box. This list will continue growing as you add more people. Those people will get a notification to join the group.

The next steps after clicking 'Create' will take you to the group, and like the page, will display options to enhance the group on the left, with the ongoing development of those actions reflected on the right-hand side.

To continue updating the group, you may alter and add to the options along the left-hand side – inviting more members to the group, adding a cover photo (eg your team, important announcements, logo), a description (this will appear when people click on your group so it's best to write out who you are).

X (Twitter)

STEP 1

On Twitter, you do not need a personal account in order to create a club account. You do though need to use your own details to sign up [here](#).

STEP 2

After validating your account through a mobile number or email, you will need to choose a username, a unique Twitter handle that displays, in smaller terms, who you are. Usually, something short that still tells who you are, maybe the club name and its moniker, something easily recognisable and not lengthy, so it's remembered, especially to people searching for your account.

STEP 3

Once you've selected a Twitter handle, a means of users interacting with you and at you, Twitter will prompt you to respond to a few suggestions, such as adding areas of interest





and adding similar accounts to manage the content you see. You can also import existing mobile and email contacts to Twitter and seeing who of your contacts are using the app to allow it to be easier to follow them and have them follow your account back.

STEP 4

The next steps involve filling out your profile and you can do this by making sure you're on your profile. In the app, this is done by selecting the circle at the top left and clicking on 'Profile'. On a desktop, this is done by selecting the person's silhouette on the left hand side.

By clicking 'Edit profile', it'll take you to a space where you can add a few things to improve the look of your profile.

You can add a profile picture (club logo), a cover photo (possibly a shot of a team within your club, an announcement).

Next, the text involving the name of your account (the full club's name) and a biography should be added, detailing who you are. It's okay on Twitter to include a bit more information as it's a more formal social media format.

You can enter your club's location, either a suburb or the location of your home ground and provide a link to your club's website as an easy output access point.

Once you're happy, press 'Save' and your profile will be updated. Remember, this can be changed at any time.

Instagram

STEP 1

On the Instagram sign-up page [here](#), you will be prompted to fill in some contact information and details regarding your account.

STEP 2

In the 'Mobile Number or Email' section, it is fine to include your personal details. Although, if you'd prefer it all communications to run through an official club email, you may enter that.





In the 'Full Name' section, you'll want to write your club name (eg Club Name Baseball Club). And as a username, you'll want to write something short that still encapsulates the club's name – even just the name of the club and its moniker. It's important to keep consistent across each of your social media channels, so the name here should reflect that.

You then need to create a password for your account so that if you are logged out of your account or require someone else to log in, it can be done.

STEP 3

Once all that sign-up information is entered, you've pressed 'Sign up' and you have an account, the next step is filling out the look of your profile. This includes adding a profile picture (a good quality image, club logo) and a biography (information about who you are) which can include a link to your website.

TikTok

STEP 1

With TikTok, [here](#) or by downloading the app from your nominated app store, you can sign up using already-created social media accounts, by linking the two or, if you prefer, typing your mobile number or email to get started.

By linking the two, it will automatically create an account using your mobile number or email log in (used for the other social media platform), although the prompts to create your own name and username will still need to be filled in.

STEP 2

If you're looking to create the account using a mobile number or email, and select that option, the page will ask you to provide your birthdate, before having you type in your contact details.

In the instance of using a mobile number, once you hit 'Send code', you should receive a text with a code. Enter that code in the text space and your account will be created.

In the instance of using an email address, after entering your email address in the text space and tapping 'Next', you'll be asked to enter a password and username before clicking 'Sign up'.

STEP 3





In the instance of using an existing social media account, enter your login details for the social media account you've chosen. You will then create a username for your TikTok account and click 'Sign up' to confirm the creation of the account.

STEP 4

Once your account is created and the app opens up, it's likely that you'll be on the home screen, called the 'For You page' where widespread videos are most commonly viewed.

Across the bottom of the app, there are five buttons. The most-right button of the person's silhouette with the word 'Me' underneath will take you to your profile.

Here, you can edit the information and images associated with your profile. By clicking on 'Edit Profile', you can change the profile photo into something to do with your club (eg logo), alter the name (to indicate the full club name) and the username (short, easily remembered but still alludes to your club in a nutshell).

Like all other social media, a biography is important to add so people get an idea of who you are, but it should be something simple and not too wordy for this particular app.

You may also link your other accounts, Instagram and YouTube being the options on this format.

After saving all those, your account page should look brighter and full of information.

STEP 5

To share your profile and to start gaining followers, you can individually search for accounts on the app and follow them.

Alternatively, to get the most attention and to reach potential followers so they come to you, by clicking your profile picture, the choice to share your profile will appear, underneath your profile picture – which you can always edit from here as an alternative to the above method also.

When presented with the options to share your profile, a multitude of social media options and copy links appear, making it easy to click and post to your personal, and joint social media accounts and put the call out that your club has it's own account to follow.

