



The Ultimate Social Media Setup Checklist

Facebook

- ❑ **Decide on your custom URL:** The length can be between 5-50 characters. You must have 25 fans like your page before you can claim your custom URL, and it cannot be changed once you have originally set it. If your desired URL is taken, consider which short words (such as app, hq, show) would make sense to include.
- ❑ **Use your real name:** The maximum length is 70 characters, so you can make it a bit longer than your custom URL if you need to.
- ❑ **Fill out your “about” section:** You get 155 characters to talk about your company (or product or service, depending on what your page is highlighting).
- ❑ **Add your website:** This URL will generally be the homepage of your main website, unless you’re creating a dedicated account for a specific product or service. In that case, link to the appropriate landing page.
- ❑ **Add your location and hours:** When you create the page, Facebook will ask you to choose one of six categories (you can change categories later). If you select the “local business or place” category, Facebook will ask you to fill in your address and hours and will display a location map more prominently on your page.
- ❑ **Post your first update:** Facebook’s character limit on status posts is rather long at 60,000, but you’ll get more engagement if you keep them to a few lines instead.
- ❑ **Upload a profile picture:** According to Facebook, your page’s profile picture must be at least 180x180px. It will display as 160x160px on desktop browsers, 140x140px on smartphones, and 50x50px on feature phones.
- ❑ **Choose a cover photo:** According to Facebook, your page’s cover photo must be at least 399x150px in order to upload. However, it will display 851x315px on desktop browsers and 640x360px on smartphones, so if you choose a lower resolution than this the cover photo will appear very grainy.



The Ultimate Social Media Setup Checklist

Twitter

- ❑ **Choose your @username:** Given the short length of tweets, the shorter your username is, the better. Maximum length is 15 characters, not including the @ symbol. If your desired username is taken, consider which short phrases (such as app, hq, iam, dr) would make sense to include.
- ❑ **Use your full name:** This can be up to 20 characters long, which isn't that much longer than your username, so you might need to use a variation of that.
- ❑ **Select a password:** Make this as secure as possible to prevent social media hacks.
- ❑ **Add your phone number or email address:** This contact information should be for the person who will most directly oversee the account.
- ❑ **Write your bio:** You get 160 characters to talk about your company (or product or service). Consider including your address and hours if it's relevant to your business. You can also use hashtags and keywords to make your bio come up in Twitter searches.
- ❑ **Add your location:** If you have multiple locations, choose the city you are headquartered in or the location of the flagship store.
- ❑ **Add your website:** This URL will generally be the homepage of your main website, unless you're creating a dedicated account for a specific product or service. In that case, link to the appropriate landing page.
- ❑ **Select a theme color:** Choose from the ten default colors (orange, yellow, light green, dark green, light blue, dark blue, grey, red, pink, purple) or choose a custom swatch that perfectly fits your brand using a hexadecimal HTML color.
- ❑ **Upload a profile picture:** This displays as 400x400px on your profile page on a desktop, but it's the size of a fingernail on in the mobile app's Twitter stream. Make sure your logo is simply designed, high contrast, and easy to read and identify.
- ❑ **Choose a header image:** Twitter recommends that you upload an image that is 1500x500px. Keep in mind that the image resizes automatically on mobile to a smaller area in the center of the photo.



The Ultimate Social Media Setup Checklist

LinkedIn

- ❑ **Use your real business name:** The maximum length is 100 characters, which should be long enough for most business names. This will also be used as the page URL.
- ❑ **Add your website:** This URL (256 characters maximum) should be for the homepage of your main website. If you want to spotlight a particular product or service, LinkedIn recommends making a Showcase Page attached to the Company Page.
- ❑ **Write your description:** You get a minimum of 200 characters and a maximum of 1500 to talk about your company, products, and services.
- ❑ **Add your address:** LinkedIn requires you to input the full address of your main headquarters, so make sure you the same address and spelling across social networks.
- ❑ **Specialties:** These act as keywords and ensure that your company page will come up in LinkedIn search results. Like the website URL, you get a maximum of 256 characters.
- ❑ **Upload a standard logo:** This should be 100x60px with a white background (it will be overlaid on top of a white rectangle).
- ❑ **Upload a small logo:** This is only 50x50px and is used in network updates, so make sure it is easy to read and identify.
- ❑ **Choose a banner image:** According to LinkedIn, this must be a minimum of 646x220px in order to be uploaded, and a maximum of 2 MB. The image should also be in landscape layout.



The Ultimate Social Media Setup Checklist

YouTube

- ❑ **Decide on your username:** If you're signing up with a Google account you've already created, this will most likely be taken from the account name automatically. It can be between 5-20 characters long, and will also be used as the URL for your profile page. If your desired username is taken, consider which short phrases (such as app, hq, iam, dr) would make sense to include.
- ❑ **Use your real name:** The maximum length of the business name is 70 characters, so you can make it quite a bit longer than your URL if you need to.
- ❑ **Select a password:** Make this as secure as possible to prevent social media hacks.
- ❑ **Fill out your "about" section:** This includes your channel description (maximum 1000 characters), channel country, business contact email address, and other social and web links.
- ❑ **Describe your videos:** Titles can be a maximum of 100 characters, while descriptions have a cap of roughly 980 words (4850 characters). Descriptions should be unique to each video and include lots of keywords as well as URLs to your website. Tags should also be added to all videos; you get a maximum of 500 characters for them.
- ❑ **Upload a channel icon:** This image acts as your profile picture, and appears both square and rounded at various places around YouTube, so make sure it doesn't look strange if the corners are cut off. It renders at 98x98px, but YouTube recommends uploading a resolution of 800x800px.
- ❑ **Choose your channel art:** This image is similar to the banner or cover images on other social networks and appears at the top of the channel homepage. The total image size should be 2560x1440px, but the dimensions show up differently on various devices; the text and logo "safe area" is 1546x423 px right in the center of the image.
- ❑ **Upload a video:** YouTube uses an aspect ratio of 16:9 and will add black bars to your video if it doesn't fit this ratio. By default, videos longer than 15 minutes aren't allowed, but you can verify your account to be able to post longer videos. The maximum file size is 128MB and the maximum length is 11 hours.



The Ultimate Social Media Setup Checklist

Pinterest

- ❑ **Decide on your username:** This can only be up to 15 characters long, and will also be used as the URL for your profile page. If your desired username is taken, consider which short phrases (such as app, hq, iam, dr) would make sense to include.
- ❑ **Use your real name:** The maximum length of the business name is 37 characters, so you can make it a bit longer than your URL if you need to.
- ❑ **Select a password:** Make this as secure as possible to prevent social media hacks.
- ❑ **Write your bio:** You get 160 characters to talk about your company (or product or service), and consider including your address and hours if it's relevant to your business.
- ❑ **Add your website:** This URL will generally be the homepage of your main website, unless you're creating a dedicated account for a specific product or service. In that case, link to the appropriate landing page.
- ❑ **Upload a profile picture:** This displays as 165x165px on desktop browsers. Pinterest doesn't have an additional cover or header image like some other networks, so it's crucial that your profile picture logo is simply designed, high contrast, and easy to read and identify.
- ❑ **Pin an image:** A pin within the feed is 238px wide with adjusted height, while an expanded pin is 735px wide with adjusted height. A board cover image is 217x147px, and board thumbnails are 51x51px. Images must be at least 100x200px to pin, so make sure the images on your website are at least that large.



The Ultimate Social Media Setup Checklist

Instagram

- ❑ **Decide on your username:** This can be up to 30 characters long, and will also be used as the URL for your profile page. If your desired username is taken, consider which short phrases (such as app, hq, iam, dr) would make sense to include.
- ❑ **Use your real name:** Like the username, the length of your real name is limited to 30 characters total.
- ❑ **Select a password:** Make this as secure as possible to prevent social media hacks.
- ❑ **Write your bio:** You get 150 characters to talk about your company (or product or service). Keep in mind that URLs you include in your bio are clickable but URLs that you include in photo captions are not. Companies will often change out the link in their bio regularly, and use captions to refer followers to the bio links.
- ❑ **Add your website:** This URL will generally be the homepage of your main website, unless you're creating a dedicated account for a specific product or service. In that case, link to the appropriate landing page.
- ❑ **Enable location services:** Turn this on in your phone's settings to automatically geotag photos and put them in a map so users can browse your photos by location. You can also geotag photos after you've already posted them.
- ❑ **Upload a profile picture:** This displays as 150x150px on most phones' mobile apps, but displays larger on a desktop. You should upload a slightly larger size/resolution to accommodate this difference. Make sure your logo is simply designed, high contrast, and easy to read and identify amid all the photos.
- ❑ **Post a photo:** The maximum file upload size is 2048x2048px, which will be resized to various square dimensions for mobile and desktop feeds.



The Ultimate Social Media Setup Checklist

Quora

- ❑ **Use your real name:** Quora does not allow you to set up a company account or page like other social networks. Employees must make personal profiles using their real names. However, employees can post answers on behalf of the company if other Quora users ask questions regarding your products and services.
- ❑ **Select a password:** Make this as secure as possible to prevent social media hacks.
- ❑ **Write your short bio:** This appears next to your name when you answer a question. The total limit is roughly 60 characters, but keep in mind that only about 37 will show up next to your name when you answer a question (you'll have to click on "more" to see the rest if it's longer than that).
- ❑ **Write your description:** This is a longer version of your bio that appears on your profile page. You get approximately 600 characters to talk about yourself, your work experiences, your hobbies, and anything else relevant to your Quora interests.
- ❑ **Add details about what you know:** Besides the bio, Quora offers four sections where you can add relevant topics: education, employment, locations, and subjects you know about. You can also add topic bios (i.e. "describe your experience") for topics you are following and that you are an expert in.
- ❑ **Upload a profile picture:** According to Quora, your profile photo should have minimum dimensions of 200x200px, which is approximately the size it will display on desktop browsers.



The Ultimate Social Media Setup Checklist

Google+

- ❑ **Claim your custom URL:** Google bases your custom URL on your page name, but it may ask you to add a few letters or numbers to the end of the URL to make it unique. If your desired username is taken, consider which short phrases (such as app, hq, iam, dr) would make sense to include.
- ❑ **Add your business name:** Google+ doesn't reveal its exact character limit, but given Google's search engine policies, it's probably best to keep your name under 60 characters for SEO purposes.
- ❑ **Select a password:** Make this as secure as possible to prevent social media hacks.
- ❑ **Add your website:** This URL will generally be the homepage of your main website, unless you're creating a dedicated account for a specific product or service. In that case, link to the appropriate landing page.
- ❑ **Write your tagline:** This should be a short phrase summarizing what your business is all about. It has a maximum of about 140 characters, but the hovercard will only grab the first 35-40 characters, so keep your tagline's length under that if you don't want it to be cut off.
- ❑ **Fill out your "about" section:** You get a maximum of 3000 characters to talk about your company, products, and services.
- ❑ **Add your contact information:** While it varies a little depending on the type of page you select, generally Google+ lets you add your business' email, phone number, and address.
- ❑ **Upload a profile picture:** The smallest size allowed is 250x250px, but "bigger is better" according to Google+.
- ❑ **Choose a cover photo:** Google+ says the best size is 1080x608px, but the smallest allowed is 480x270px and the largest is 2120x1192px.
- ❑ **Share an image:** While this display as 497x373px within the feed, they can expand up to 2048x2048px.