There are dozens of social media platforms out there but the main ones to help promote your project are Facebook and Twitter. Both are very easy to set up and are an easy way for you to share information. It’s a good idea to designate someone to be in charge of your social media channels to make sure they are being monitored and you respond to any comments. As well as Facebook and Twitter you could also consider setting up a profile on Instagram if you have strong images. Below are some step-by-step guides to setting up a profile on social media.

**Facebook**

1. Go to facebook.com/pages/create.
2. Click to choose a Page category.
3. Select a more specific category from the dropdown menu and fill out the required information.
4. Click Get Started and follow the on-screen instructions.

**Twitter**

1. Choose a profile name. This is the name you'll be known as on Twitter (also known as your @name)
2. Add a photo of you, not your logo
3. Complete your bio
4. Add your website address
5. Follow some people
6. Get tweeting
7. Check your mentions regularly.

**Instagram**

To create an Instagram account from the app on your phone:

1. Download the Instagram app for iOS from the [App Store](https://l.facebook.com/l.php?u=https%3A%2F%2Fitunes.apple.com%2Fus%2Fapp%2Finstagram%2Fid389801252%3Fmt%3D8&h=ATOWdZCqO4wonG-rEEW3U_msKZfUYZvPAltwc8xcGtIM-l3ALgITBoEQ7w_EzvWLf_zlIja-5ulL88ulcv9eOf1Ar33AsvpwRJ6GpTYkPCchF3M3h1SnD12Myxg&s=1), Android from [Google Play Store](http://l.facebook.com/l.php?u=http%3A%2F%2Fbit.ly%2FHbEuQH&h=ATOpUhUdxE7E19AFoLTfTSn8W30vven4haAjk4VV2GkpklD8QK6-L49dpnk0e5C_0SPFtF7CDFRIDE5ofKrEjZ9plS4tdj1VMCRxUE_xF_-YrXNWcZyft9YWS-g&s=1) or Windows Phone from the [Windows Phone Store](http://l.facebook.com/l.php?u=http%3A%2F%2Fwww.windowsphone.com%2Fen-us%2Fstore%2Fapp%2Finstagram-beta%2F3222a126-7f20-4273-ab4a-161120b21aea&h=ATO7sT-JsGPocMMiue1X4N1Bf9kbkJjpy5fpiZ13_VKyiGW9nxJiW2LXQMOmKr7P7Uo06beSBylxarJvtjfbp3Ym6E6t-HABWHmD_E8APx48dn36cnoy5jtqx5Q&s=1).
2. Once the app is installed, tap https://scontent.xx.fbcdn.net/t39.2365-6/13655686_1736202939964687_1262054799_n.png to open it.
3. Tap **Sign Up**, then enter your email address and tap **Next**. You can also tap **Log in with Facebook** to sign up with your Facebook account.
4. If you register with email, create a [username](https://l.facebook.com/l.php?u=https%3A%2F%2Fhelp.instagram.com%2F182492381886913&h=ATPDyRSH8y-9oTRWS6jPcF_CPTBwZk9fJt5PFvjfqCqqAMzax5v6An49IoX01Wuntj1LxKbn9O_QHcuo1RzrcN1ma-hnN0dN0KS1jQbMPjVC6k4sNPxi3QfnSKg&s=1) and password, fill out your profile info and then tap **Done**. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.

**Snapchat**

1. Download the app. Go to the App Store (for Apple) or Google Play Store (for Android) and download Snapchat for free. ...
2. Launch Snapchat and tap "Sign Up." Enter your details.
3. Create a username.
4. Verify your phone number.
5. Prove that you're human by selecting the correct images.
6. Add friends

**LinkedIn**

You can create a company page on LinkedIn for your project or organisation. To do this you must have a personal profile and meet LinkedIn’s requirements to add a company page

(link to this <https://www.linkedin.com/help/linkedin/answer/1594> )

To create a Company Page:

1. Move your cursor over **Interests** at the top of your homepage and select **Companies**.
2. Click **Create** in the **Create a Company Page** box on the right.
3. Enter your company's official name and your work email address.
4. Click **Continue** and enter your company information.
   1. If the work email address you provide is an unconfirmed email address on your LinkedIn account, a message will be sent to that address. Follow the instructions in the message to confirm your email address, and then use the instructions above to add the Company Page.
   2. A red error message may appear if you have [problems adding a Company Page](https://www.linkedin.com/help/linkedin/answer/1592).
   3. A preview of your Company Page is not available. When you publish the page, it is live on our website.

**Note:** To publish your Company Page you must include a company description (250-2000 characters including spaces), and company website URL.