



Instructions for creating & adding permissions to accounts (minimizes sharing passwords)

Depending on agreement, Planck Media will craft each page according to the platform requirements, integrate social postings (dlvr.it) with relevant content for customer base, integrate email list-building widgets and teach company users how to work most effectively with each page. The following instructions will help with the initial process of platform invites and business or company page administration privileges.

Facebook Business Page:

Create by clicking down arrow on far right in top menu bar – from dropdown, click on ‘Create Page’

- Next screen, click on Get Started button under **Business or Brand**
- Next screen – name your page (same as business name) and select category and fill in details
- Next screen – add profile picture if you have one (not necessary if under contract)
- Next screen – add cover image if you have one (not necessary if under contract)
- Proceed with below:

Adding Admin permission to business page

- Identify who is Admin on the account
- Reach out ‘friend’ Zen Benefiel first
- From Business Page (image on right →)
 - Click on Settings (top far right)
 - Click on Page Roles (left hand menu)
 - Under Page Roles – See Assign New Role
 - Type in Zen Benefiel (should bring up profile icon) – click to set
 - Change ‘Editor’ to ‘Admin’ (ignore warning message)
 - Click ‘Add’ button



Optional Business Pages – Planck Media can create page and then turn over ownership

Google+ Business Page: start here: <https://business.google.com>

- Click Start button in upper right corner – follow directions
- Once complete, Google will ask for verification and send postcard in about 5 days
- Screen will refresh – on right menu, click on ‘Users’ and invite (Bruce “Zen” Benefiel)

Planck Media will fill in all details, including using keywords in Description and Story

Search engines may take up to two weeks to sufficiently integrate listing



LinkedIn Company Page: Login to professional profile (or create one)

- Click on 'Work' icon on far right of top menu –
- Bottom of dropdown, click "Create Company Page"
- Fill in Company Information (does not have to be complete, just name) - Click Publish
- Invite connection to Zen Benefiel if not connected
- Under personal Icon on top menu bar, click arrow
- Click on Company Page in dropdown
- On Company Page click 'Admin Tools' (upper right) – then Page Admins
- Type in Zen Benefiel – Profile will appear, just click on it.

Mail Chimp

- Login and click on Account User (upper right corner), click on Account
- Click on **Settings** in menu bar, then Users
- Click on **Invite A User** button (gray button on right side of screen)
- Type in address: agency@planckmedia.com
- Choose **Manager** radio button
- Include optional message if desired
- Click **Send Invite**

When completed, please notify Planck Media at Agency@PlanckMedia.com of completion.

Work can then proceed. We look forward to providing you with excellent results.

Lead with Vision,

A handwritten signature in black ink that reads "Zen Benefiel" with "MA, MBA" written below it in a smaller, similar script.

Planck Social Media Agency, LLC