



Berkeley Web Services, Inc.

Social Media Set-up

- Setup social media profiles
- Setup accounts
- Header graphic design
- User setup

Who is this for?

- If you are purchasing social media management
- If you are too busy to get this stuff “sorted out”
- If you want to do social media DIY but just need the foundation
- If you have incomplete social profiles
- If you have local competitors who are doing really well on social and want to compete
- B2B who don't possess the skillset

Prices

\$149

1 Platform setup (eg Facebook)

\$249

2 Platforms setup (eg Facebook & Twitter)

\$329

3 Platforms setup (Facebook, LinkedIn, Instagram)

Social Media Setup - Facebook

- Design and upload your custom banner
- Upload your logo or other Image
- Upload page info (website, address, contact info, business hours)
- Setup of admin/managers
- Claim your pages
- Upload Descriptions/About (155 characters about company/product/service).
- Add Call to Action buttons (if desired):
- Connect email and phone support, connect messenger,

- Install Newsletter Signup Form (if required)
- Upload photos (if needed)
- Upload 1 Video (if available)
- Add 3 starter posts

Social Media Setup - Twitter

- Design and upload your Custom Twitter Header
- Setup of admin/managers
- Upload Info: name, @username, website, email, phone, location, bio (160 characters)
- Upload Logo or other Image
- Edit theme color
- Identify and Follow 75-100 industry relevant twitter accounts
- Add 3 starter posts

Social Media Setup - LinkedIn

- Design banner image
- Create company page
- Upload standard logo and small logo
- Add company Info provided by client

Social Media Setup - Instagram

- Profile and business page setup
 - Upload profile image
 - Upload Bio: client provides 150 characters about company/product/service.
- *URLs included in bio are clickable but URLs included in photo captions are not

Social Media Setup - Pinterest

- Profile and business page setup
- Upload profile image
- Upload Bio: client provides 160 characters about company/product/service.
- Claim your website and other social accounts

Notes: • All channels are live on setup, except for Facebook which can be left unpublished until approved for publishing

- Client must provide info before the job begins (wording, images/photos, etc)
- PPL accepts no responsibility for changes by the social media networks post handover of the accounts which may impact on the design and/or functionality of your accounts. We will however, be happy to assist you. Please email us to request a quote
- Social media icons and feeds on your website are not included. If you require our assistance with implementing these, we are happy to assist. Please email us to request a quote.