

HOW TO CREATE A FACEBOOK PROFILE ACCOUNT



DESKTOP

1. GO TO FACEBOOK

Visit www.facebook.com

2. CREATE A NEW ACCOUNT

Enter your First and Last Name, Mobile number or email, New Password, Birthday, and Gender.

You will be asked for a **Code to confirm your information**. The code will be sent to your Mobile or Email account.

Follow the steps to customize your account.

1. CREATE A BUSINESS PAGE

Click on CREATE from the top bar, and then click on **PAGE**.

Select **BUSINESS OR BRAND**. Input the requested information.

Follow the steps to customize your page.

2. BUSINESS PAGE INFORMATION

Once created, make sure to click on **Edit Page Info** to add:

- Description
- Contact Information
- Location
- Hours



MOBILE

1. DOWNLOAD THE APP

Facebook for iOS



Facebook for Android



2. JOIN FACEBOOK

Tap on **Sign Up or Facebook**

3. USER INFORMATION

Follow the on-screen instructions and enter your first and last name, date of birth and gender.

Enter your email or mobile phone number or, tap Use your email address.

Create a password you'll remember.

Click Sign Up

4. CONFIRM ACCOUNT

To finish creating your account, you need to **confirm your email or mobile phone number**.



HOW TO CREATE AN INSTAGRAM ACCOUNT



DESKTOP

1. GO TO INSTAGRAM

Visit www.instagram.com

2. SIGN UP

Click Sign up, enter your email address, **create a username and password** or click **Log in with Facebook** to sign up with your Facebook account.

If you register with an email, click Sign up. **If you register with Facebook**, you'll be prompted to log into your Facebook account if you're currently logged out.

If you sign up with email, **make sure you enter your email address correctly** and choose an email address that only you can access. If you log out and forget your password, you'll need to be able to access your email to get back into your Instagram account.

1. CHANGE FROM PERSONAL TO PROFESSIONAL ACCOUNT

Once created, from your profile, click on **SWITCH TO PROFESSIONAL ACCOUNT**.

Click on **BUSINESS**, and follow the steps to customize your account.



MOBILE

1. DOWNLOAD THE APP

Instagram for iOS



Instagram for Android



2. SIGN UP

Create a **New Account** entering the requested information depending on the platform (iOS or Android). You will be required for a confirmation code.

You can also **Log In with Facebook** to sign up with your account.

3. USER INFORMATION

If you register with your email or phone number, **create a username and password**, fill out your profile info and then tap Next. If you register with Facebook, you'll be prompted to **log into your Facebook account** if you're currently logged out



Instagram

SYSCO SOCIAL MEDIA REFERENCE GUIDE



CONNECT WITH OUR CORPORATE ACCOUNTS



Like and Follow



Follow

Sysco Foodie

www.facebook.com/SyscoFoodie

Sysco Foodie

www.instagram.com/syscofoodie

Sysco Corporation

www.facebook.com/SyscoCorporation

Sysco Corporation

www.instagram.com/sysco_corp

HASHTAGS TO FOLLOW



#FoodserviceStrong

#TakeoutToGiveBack

#SyscoFoodie

TAGGING

FACEBOOK



@SyscoFoodie

@Sysco_Corp

@SyscoCCa

INSTAGRAM



@SyscoFoodie

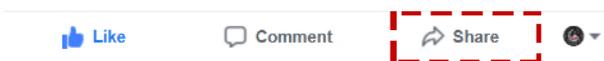
@Sysco_Corp

@SyscoCCa

SHARE

FACEBOOK

To Share a post, click on the SHARE option at the bottom of the post (Actions Bar of Post)



INSTAGRAM

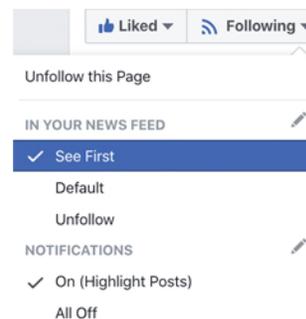
To Share a post, from the post, click on the top right menu (ellipsis), and select Share.



TIPS AND TRICKS

FACEBOOK

To see the most updated information about our Sysco Pages, go to the Sysco Account page, **hover on Following**, and **select See First**.



Make sure to do this in all main Sysco Pages:

@SyscoFoodie

@Sysco_Corp

@SyscoCCa