Getting Started with Social Media

- Blogs
- Facebook
- Twitter
- LinkedIn

**Blogs**

For blogs, please see our dedicated Blogs@Canisius resource.

**Facebook**

1. If you are creating an account for you, provide your own personal information. If you are creating an account for a program or office on campus, for the directions below.
   a. Identify a generic Canisius account for your program or office (e.g. gradadmin@canisius.edu).
      i. If you are unsure or if you need to register a new account, please click here for instructions.
   ii. Make sure you are not logged in with a personal account. If you are logged in, click on the menu on the top bar to log out. Then create your new account.
      1. Create an account at: [https://www.facebook.com/using the generic Canisius account.](https://www.facebook.com)
         a. Use the password you were given for this account.
            i. If you are not allowed to use this password, use canisius1234, or Canisius1234!, and let Leah know at [macviel@canisius.edu](mailto:macviel@canisius.edu).
   2. Then, go to [facebook.com/pages/create](http://facebook.com/pages/create).
      a. Click to choose a Page category.
      b. Select a more specific category from the menu and fill out the required information.
         i. Choose 'Company, Organization or Institution'.
            1. Category: 'Education'.
      c. Click Get Started and follow the on-screen instructions.

**Twitter**
1. If you are creating an account for you, provide your own personal information. If you are creating an account for a program or office on campus, for the directions below.
   a. Identify a generic Canisius account for your program or office (e.g. gradadmin@canisius.edu).
      i. If you are unsure or if you need to register a new account, please click here for instructions.
2. Go to Twitter.com and register for an account with this generic account. (If you are already logged in with a personal account, log out and then register a new account.)

LinkedIn

1. If you are creating an account for you, provide your own personal information. If you are creating an account for a program or office on campus, for the directions below.
   a. Identify a generic Canisius account for your program or office (e.g. gradadmin@canisius.edu).
      i. If you are unsure or if you need to register a new account, please click here for instructions.
2. Go to LinkedIn.com and create an account with the information above. (If you are already logged in with a personal account, log out and then register a new account.)
3. Then, go to https://www.linkedin.com/company/add/show to create a new office page.
   a. Confirm your account through the email address.
   b. Finish setting up your account.