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, follow 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.
      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.
   2. Then, go to 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.