



**Self Storage**

Ace Self Storage's™  
Users Guide to  
Social Media Networking

Version 1.1 Copyright Ace Self Storage™ 2015

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## About This Manual

This manual was created for Ace Self Storage™ employees. To use this manual you will need access to the Ace Self Storage™ Passwords document. The Ace Self Storage™ passwords document is a secure document that can only be distributed by [REDACTED]. Social media networking should be done only on the company computers.

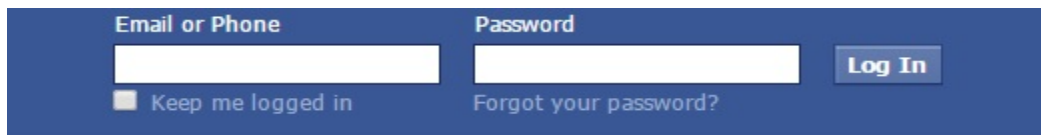
This is an instructional manual that is broken into 8 major parts. Each major heading is the name of a social media outlet. Under each outlet you can find vital information on how to use the business solutions and or create company posts for advertisement purposes.

## Facebook

Facebook is a great networking tool. An entire page dedicated to Ace Self Storage™ has been created in this network. The Facebook company page is where people can find out more information about the company and what it has to offer. Coupon offers and price matching sales pitches relayed on this company page will help persuade our intended audience to rent storage units.

### How to log in to Facebook

1. In your preferred browser **type** <http://www.facebook.com> in to the browsers URL text box. This will bring you into the login page for Facebook.
2. Check the password protected document labelled **Password** for the Ace Self Storage™ login information.
3. Enter the **login information** into the email or phone and password text boxes located at the top right hand corner of the screen.

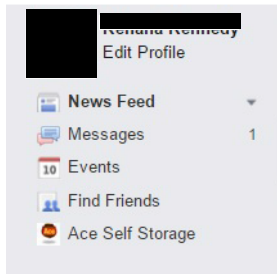
A screenshot of the Facebook login interface. It features a dark blue background. On the left, there is a white text box labeled "Email or Phone" above it. Below this box is a small square checkbox followed by the text "Keep me logged in". To the right of the first box is another white text box labeled "Password" above it. Below this second box is the text "Forgot your password?". To the right of both text boxes is a blue button with the white text "Log In".

**Note:** To ensure that the safety and privacy of the company do not click keep me logged in box located directly under the email or phone text box.

### How to Retrieve Ace Self Storage's™ Company Page from the Facebook Main Page

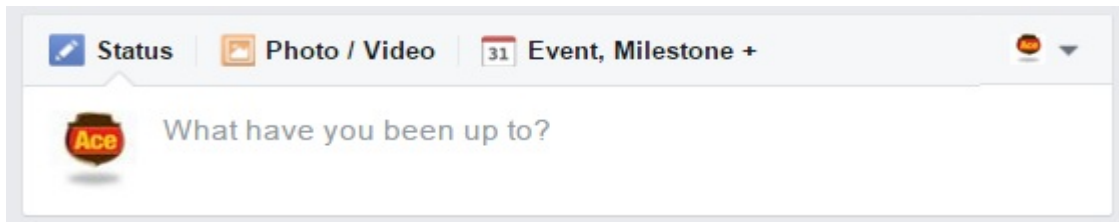
1. **Login** to Facebook to access the main page.

2. On the main page click on **Ace Self Storage™** under the Owner/Operator [REDACTED] name.

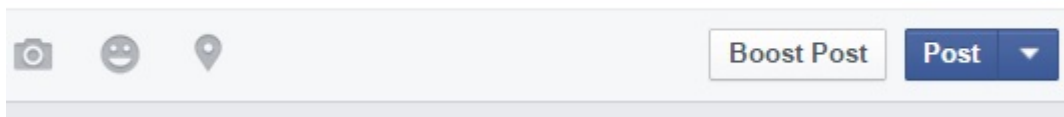


## How to Create a Post on the Ace Self Storage™ Company Page

1. **Access the Ace Self Storage™ Company Page** through the Ace Self Storage™ Facebook Home Page.
2. On the Ace Self Storage™ Company page in the second column of the main page click on the text box with the text “**What have you been up to?**” Here is where you can write text to endorse company promotions.



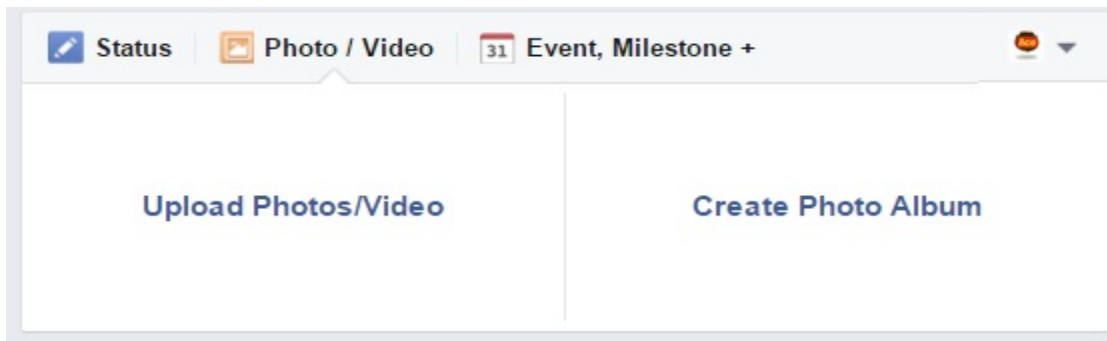
3. When the desired text has been entered click on the **Post**.



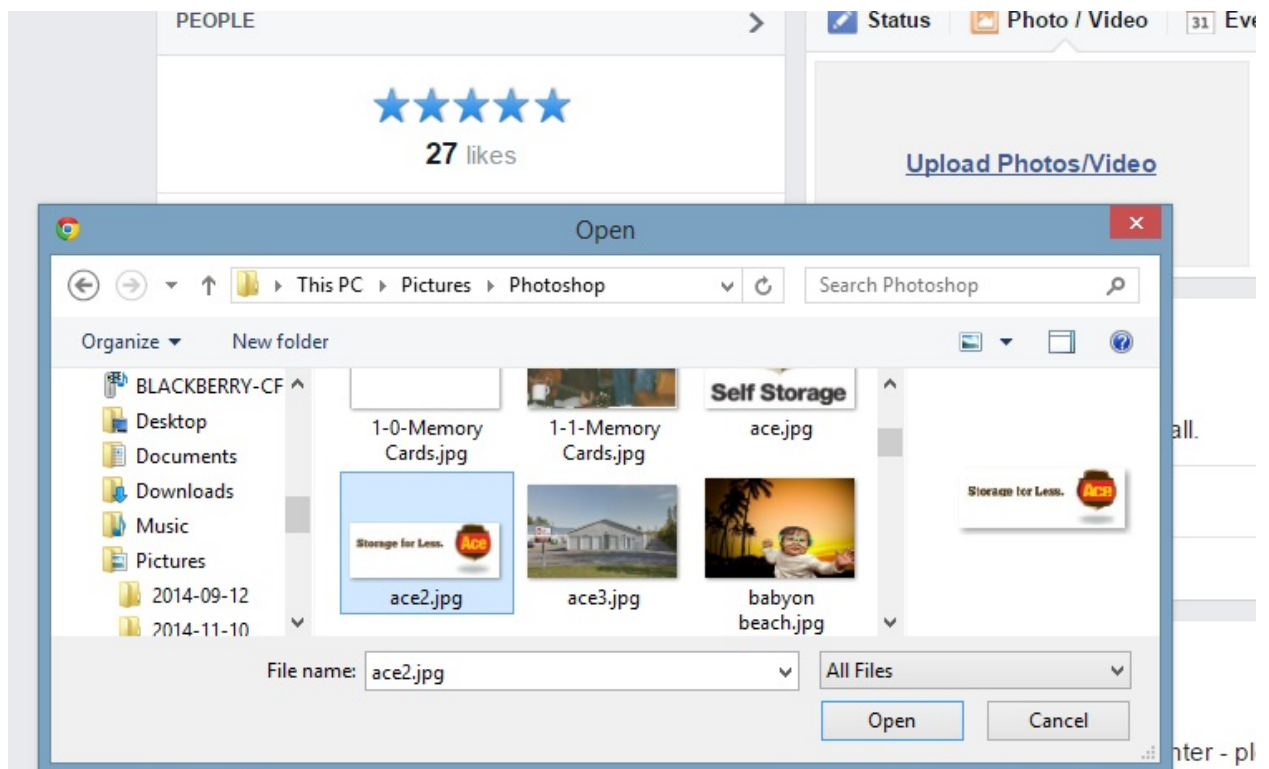
**Note:** Do not click on **Boost Post** this incurs monetary fees.

## How to Post a Picture on the Ace Self Storage™ Company Page

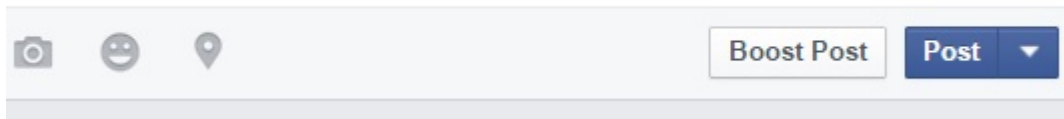
1. **Access the Ace Self Storage™ Company Page** through the Ace Self Storage™ Facebook Home Page.
2. On the Ace Self Storage™ Company page in the second column of the main page click on **Photo/Video**.



3. Click on the **Upload Photos/Video** to upload a photo.
4. This will open up a folder where you can choose the desired photo. When the desired photo is chosen click on **Open**.



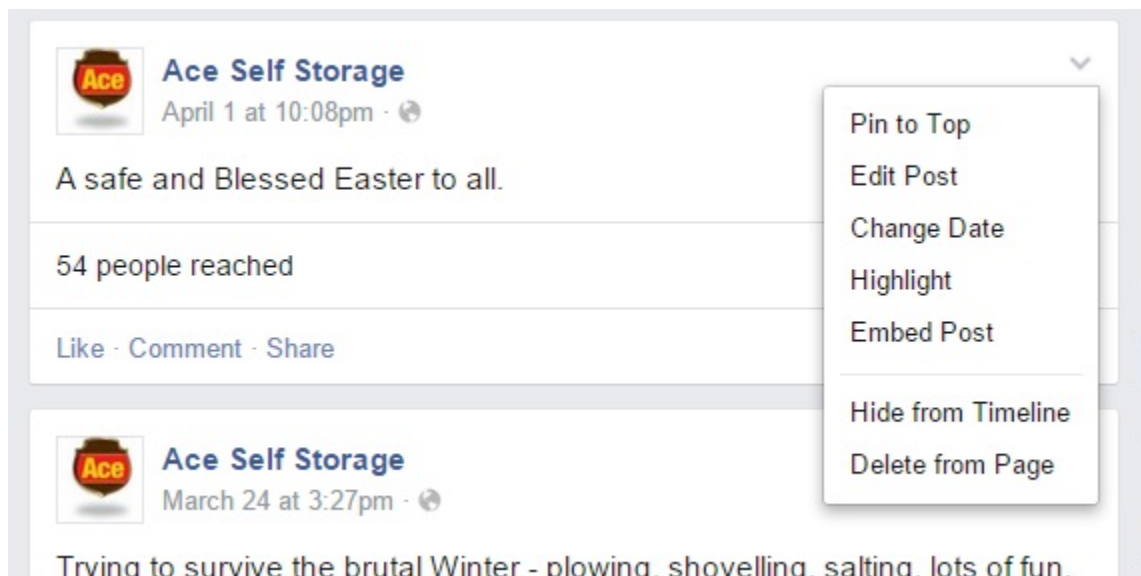
5. When the desired picture has been uploaded click on **Post**.



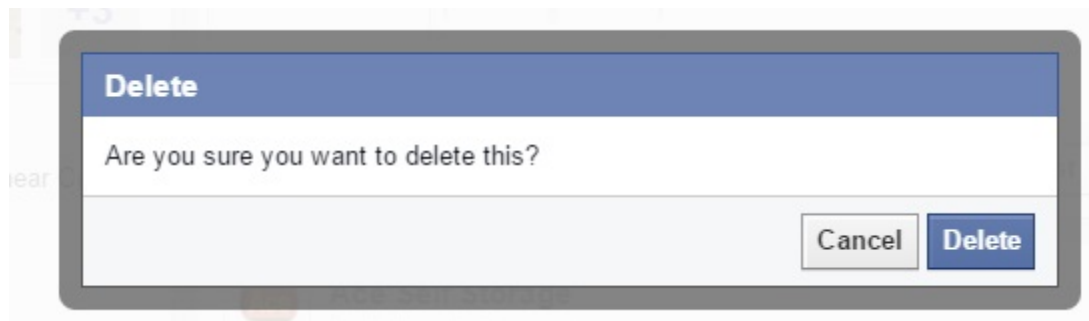
**Note:** Do not click on **Boost Post** this incurs monetary fees.

## How to Delete a Post

1. Locate the post on **Ace Self Storage's** <sup>TM</sup> **Company Page** you would like to delete.
2. On the post there is a drop down arrow in the upper right hand corner. Click on this arrow to display the menu.

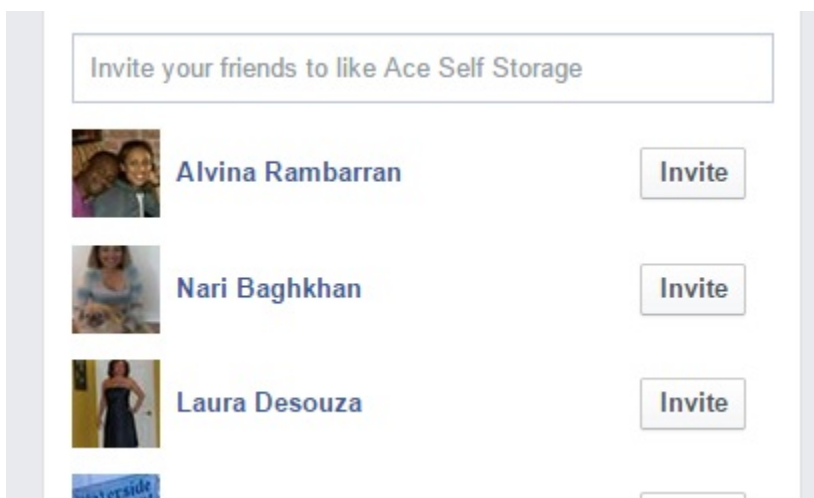


3. On the menu click on **Delete from Page**.
4. A dialog box will appear asking "Are you sure you want to delete this? Click on **Delete**.



## How to Invite Friends to Like Page

1. Navigate to the **Ace Self Storage™ Company Page**.
2. On the left side of the screen you will see a list of friends with **Invite** beside their names.



3. Click on **Invite** to invite your friends to like the page. The status of the invitation will change when the invitation is sent.



## How to check Reviews

1. Navigate to **Ace Self Storage's™ Company Page**.

2. On the bottom left corner of the page you will see a section entitled Reviews. Click on the **Reviews** section header to access the reviews.



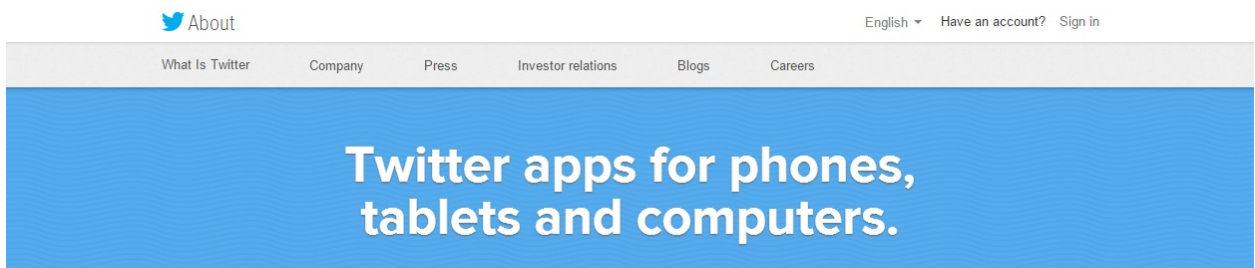
**Note:** If you would like to comment on a review click on **Comment** under the review.

## Twitter

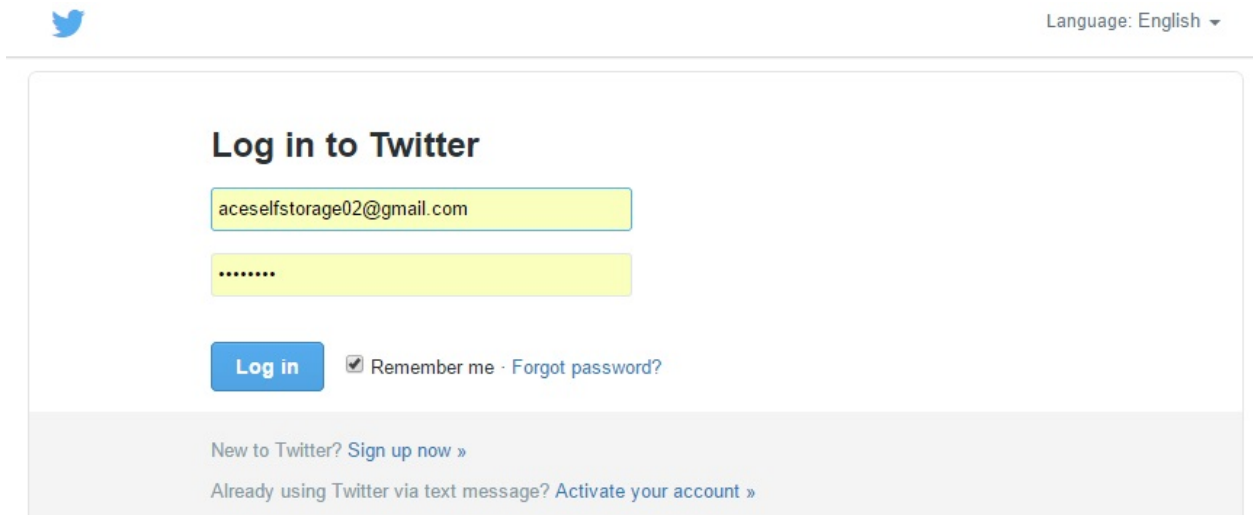
Twitter is a great tool to use to see what your competitors are offering their customers. Tweets don't have a very long life span and therefore they have to be updated frequently.

### How to Login to Twitter

1. In your preferred browser **type** <http://www.twitter.com> in to the browsers URL text box.
2. Click on **Sign In** in the top right corner of the page.



3. Check the password protected document labelled password for the Ace Self Storage™ login information.
4. Enter the **login information**.

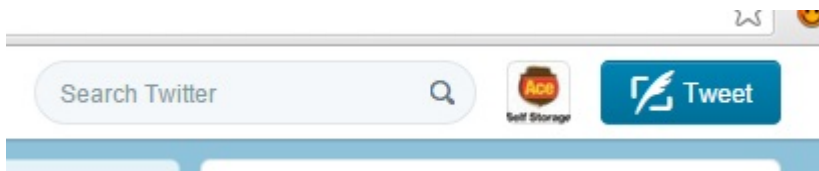


The image shows the Twitter login page. At the top left is the Twitter bird logo, and at the top right is a language dropdown menu set to "English". The main heading is "Log in to Twitter". Below it are two input fields: the first contains the email "aceselfstorage02@gmail.com" and the second contains masked characters ".....". A blue "Log in" button is positioned below the password field. To the right of the button are checkboxes for "Remember me" and a link for "Forgot password?". At the bottom of the login area, there are two links: "New to Twitter? Sign up now »" and "Already using Twitter via text message? Activate your account »".

5. Click on **Log in** to access the twitter main page.

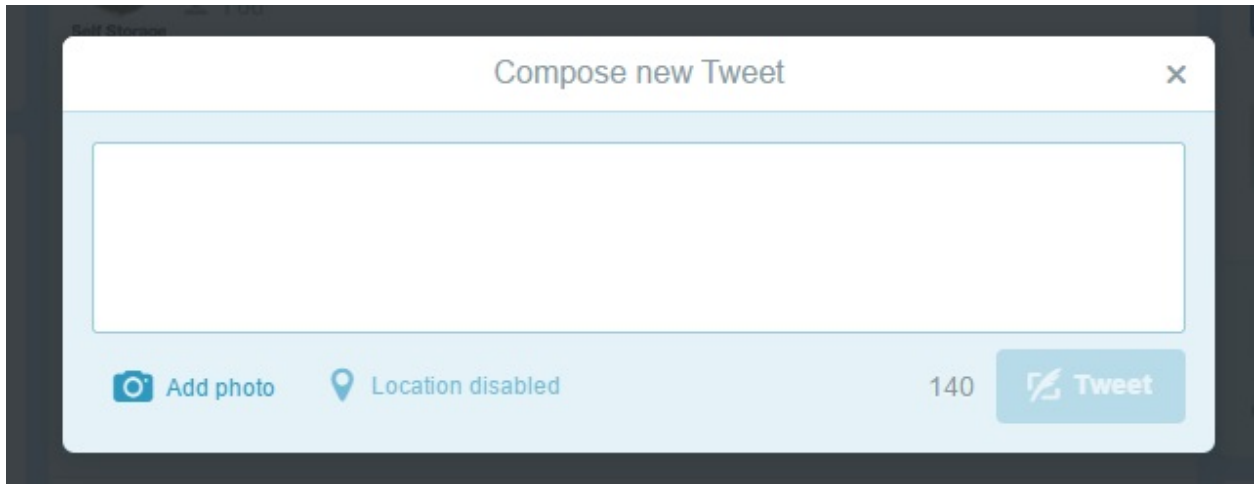
## How to Create a Tweet

1. Access the **Twitter main page**.
2. In the top right corner of the main page click on the **icon of the feather and paper**.



The image shows the top header of the Twitter main page. It includes a search bar with the text "Search Twitter" and a magnifying glass icon. To the right of the search bar is a small "Ace Self Storage" logo. Further right is a blue button with a white feather and paper icon and the word "Tweet".

3. A text box will appear. **Write the status update** that you would like to Tweet.



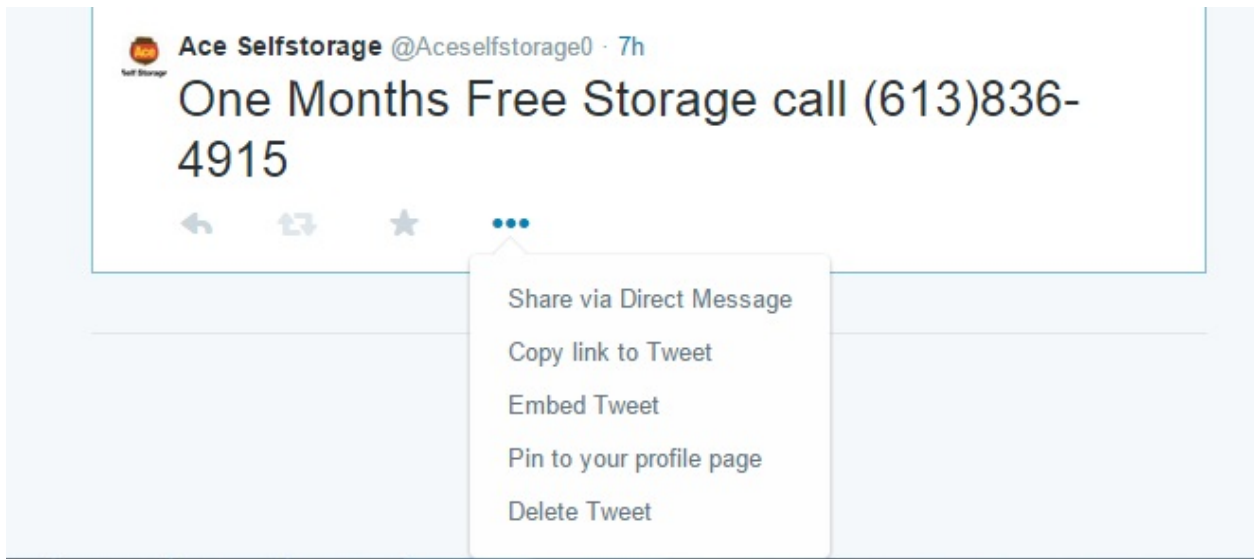
4. Click on tweet to publish the tweet to the feed.

## How to Delete a Tweet

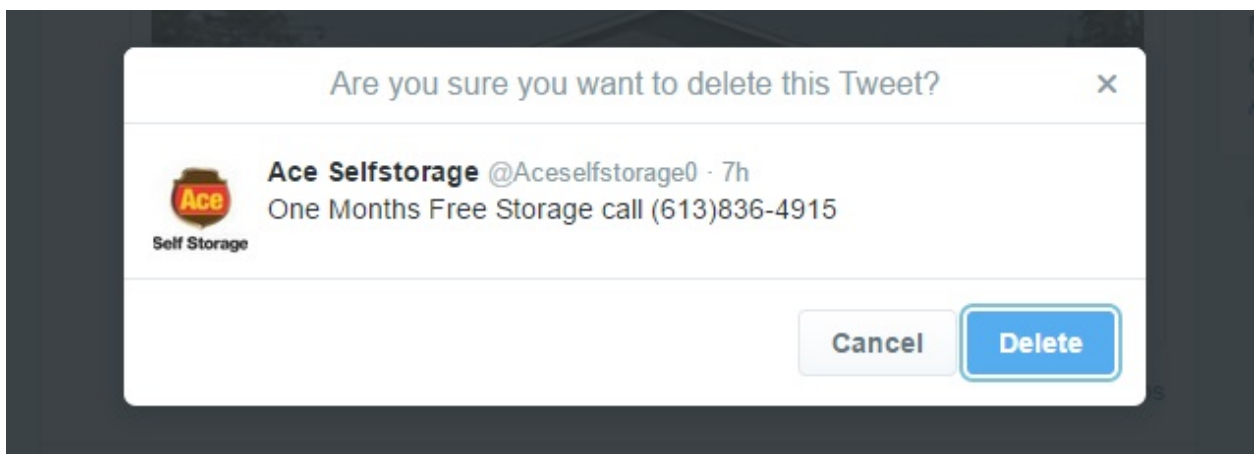
1. Go to the main page by clicking on **Ace Self Storage™** in the upper right corner of the page.



2. Locate the Tweet that you would like to be deleted.
3. In the tweet box at the bottom right corner there are three dots. Click on the **dots** to access the drop list.



4. Select **Delete Tweet** from the list.
5. A confirmation text box will appear click **Delete**.

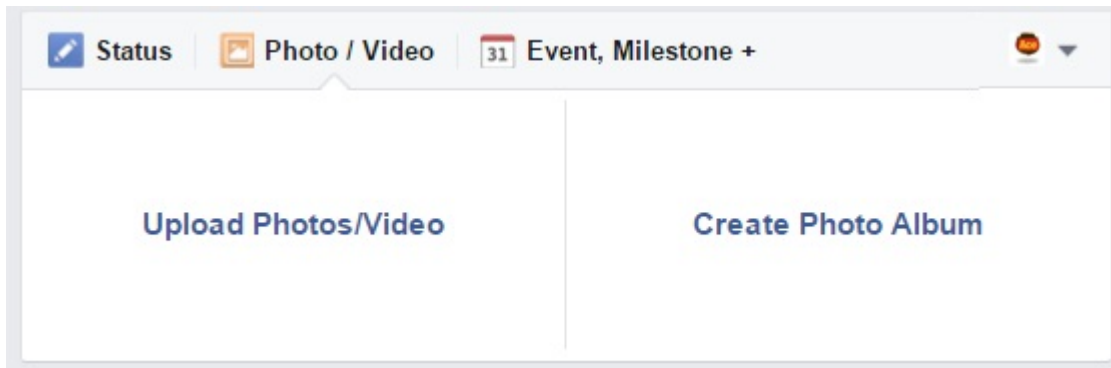


## How to Tweet Pictures

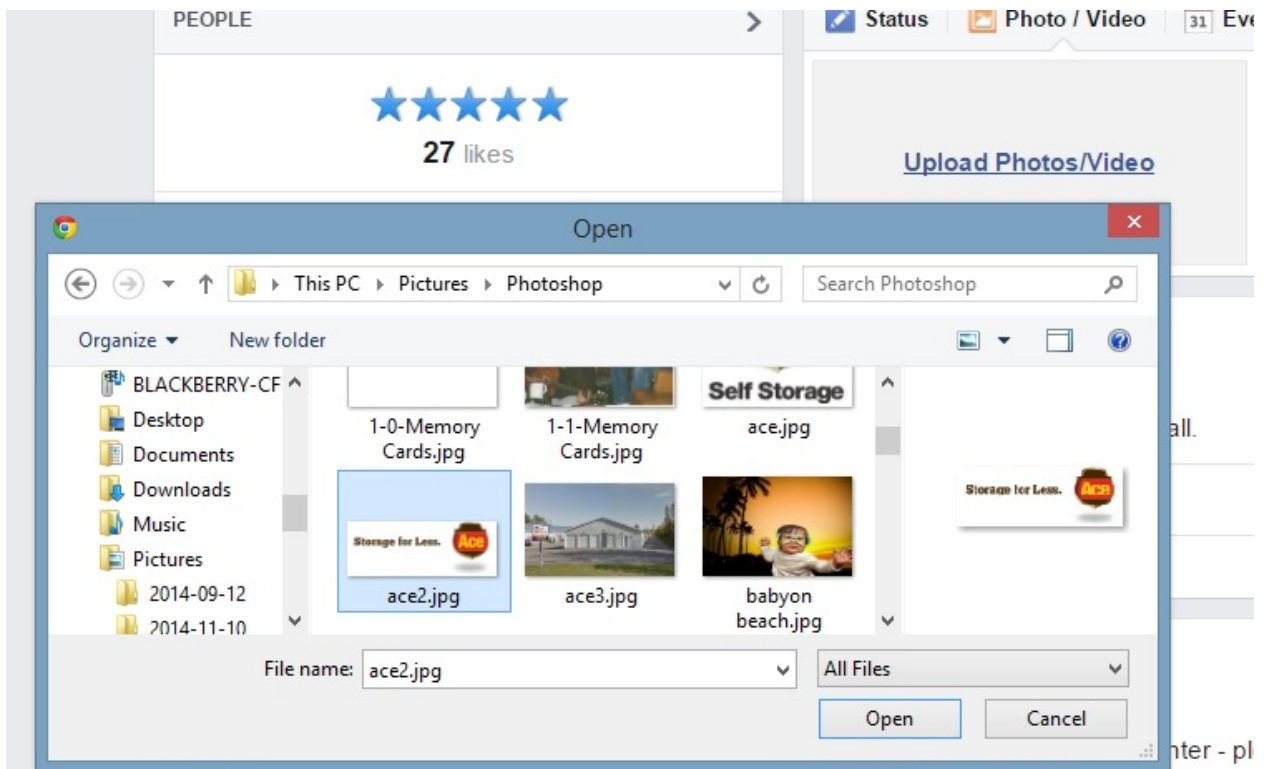
1. Go to the Ace Self Storage™ **Twitter main page**.
2. On this page in the center there is a text box with the Ace Self Storage™ logo on it. The text box has the words "What's happening?" in it. Click on **the camera icon** located in the right corner of the text box.



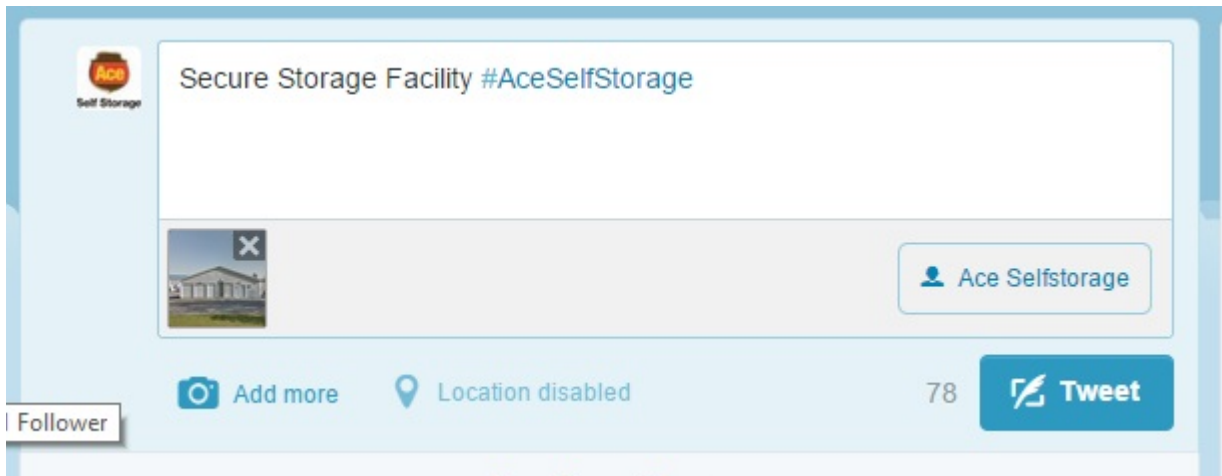
3. The uploader application will begin. Click on **Upload Photos/Video**.



4. Choose the file you would like to upload and click on **Open**.



5. **Enter text** in the text box captioning the image.



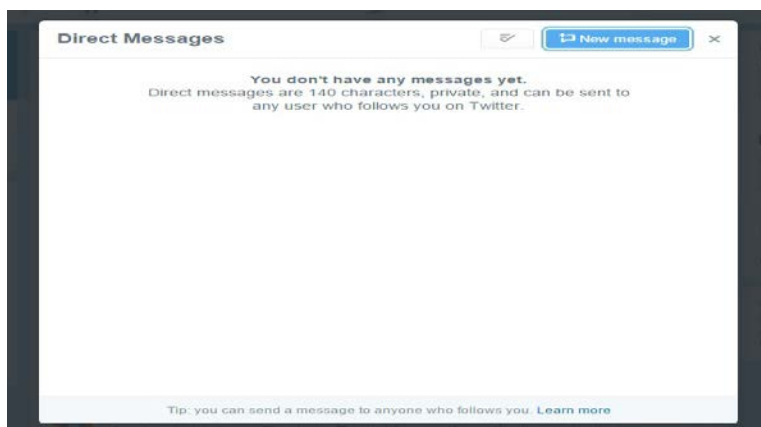
6. Click **Tweet** to confirm submission of the tweet.

## How to Check Direct Messages

1. Navigate to the **Ace Self Storage™ Home Page**.
2. Click on **Messages** to check Direct Messages



**Note:** A box will appear on the screen showing all of the direct messages that Ace Self Storage™ has received.

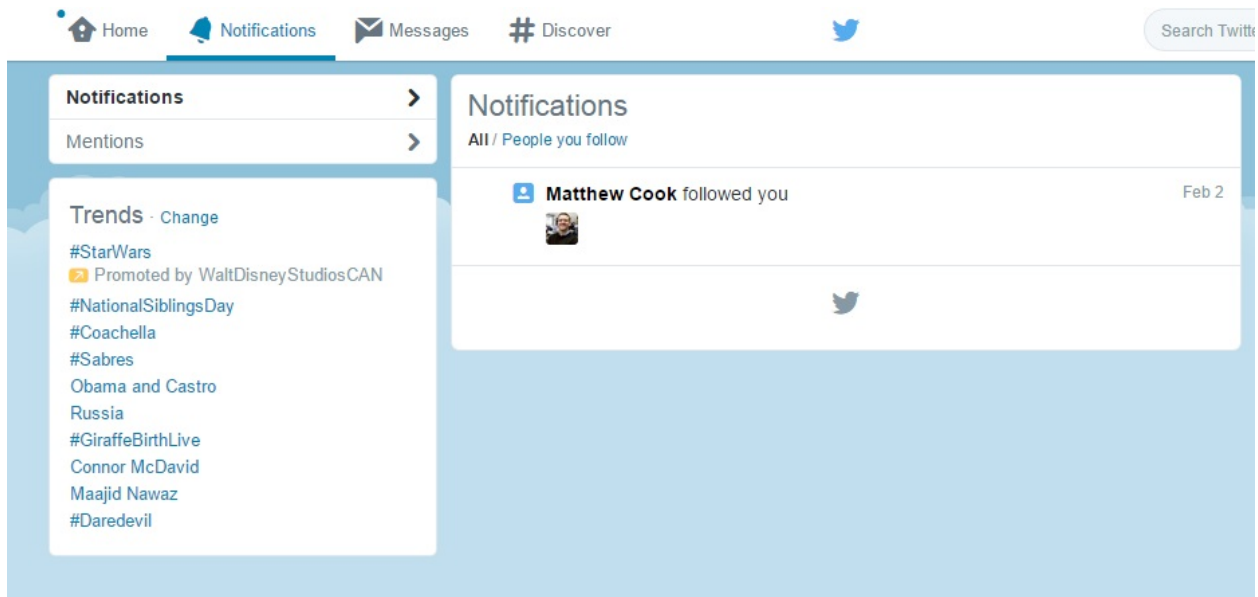


## How to Check Notifications

1. Navigate to the **Ace Self Storage™ Home Page**.
2. Click on **Notifications** to check Direct Messages



**Note:** Notifications for Ace Self Storage™ twitter will be displayed on the page.



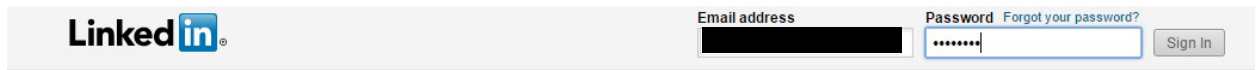
## LinkedIn

LinkedIn is a very good social media site to market a business. Business services are also offered on this site for a fee of \$89.99/month. Only Mrs. Kennedy can access the type of business services that she would like for Ace Self Storage™.

## How to Login

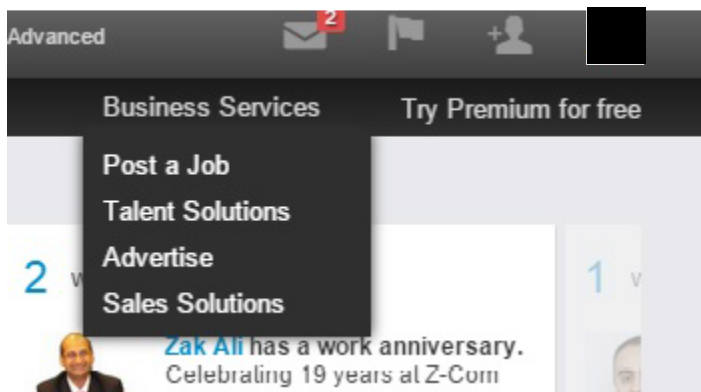
1. In your preferred browser **type** <http://www.linkedin.com> into the browsers URL box.
2. Check the password protected document labelled **Password** for the Ace Self Storage™ login information.

3. In the top right corner of the main screen **type the login information** into the text boxes and click on sign in. This will bring you to the LinkedIn main page.

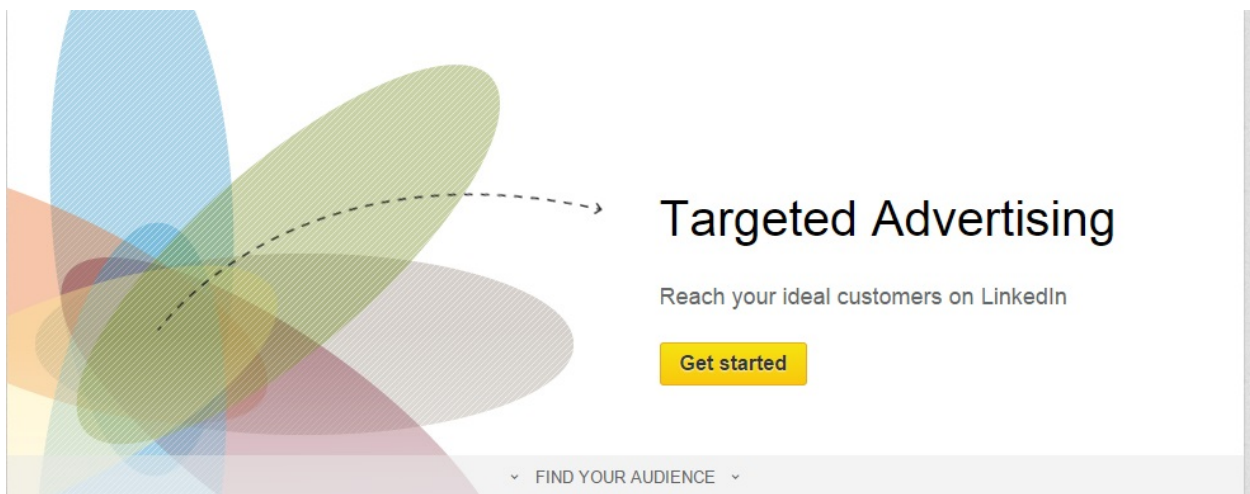
The image shows the LinkedIn login interface. On the left is the LinkedIn logo. To its right are two input fields: 'Email address' and 'Password'. The 'Email address' field contains a blacked-out placeholder. The 'Password' field contains a masked password '\*\*\*\*\*'. To the right of the password field is a link that says 'Forgot your password?'. At the bottom right of the form is a 'Sign In' button.

## How to Access LinkedIn for business

1. Navigate to the **LinkedIn main page**.
2. In the upper right corner of the main page click on **Business Services** to access the drop down menu.



3. For the purposes of Ace Self Storage™ networking click on **Advertise** and follow the on screen instructions to set up the monthly advertisements for Ace Self Storage™.

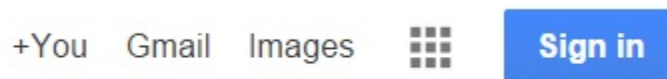


## Google +

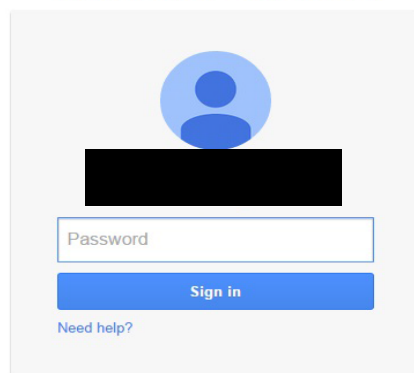
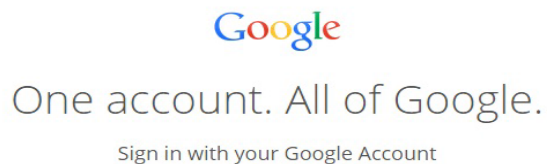
Google for business is a great way to promote your business through the internet. The webpage allows you to advertise and ensure that Ace Self Storage™ is at the top of the google searches for Storage in the Ottawa Area. Google plus is currently trying to compete with Facebook as a networking tool. They offer their users the option to create a company page.

### How to Log In

1. In your preferred browser **type** <http://www.google.com> into the browsers URL box.
2. In the top right corner of the main page click on **Sign in**.



3. Check the password protected document labelled **Password** for the Ace Self Storage™ login information.
4. Enter the login information and click on **Sign in**.

A screenshot of the Google login form. It shows a blue circular profile icon placeholder, a black rectangular password field, a 'Password' label, a blue 'Sign in' button, and a 'Need help?' link.

[Sign in with a different account](#)

**Note:** If Ace Self Storage™ isn't the user click on **Sign in with a different account** to enter the login information.

## How to Access the Business Page

1. Login to **Google +**.
2. In your preferred browser **type** <http://www.google.ca/mybusiness> in to the browsers URL text box.

## Pinterest

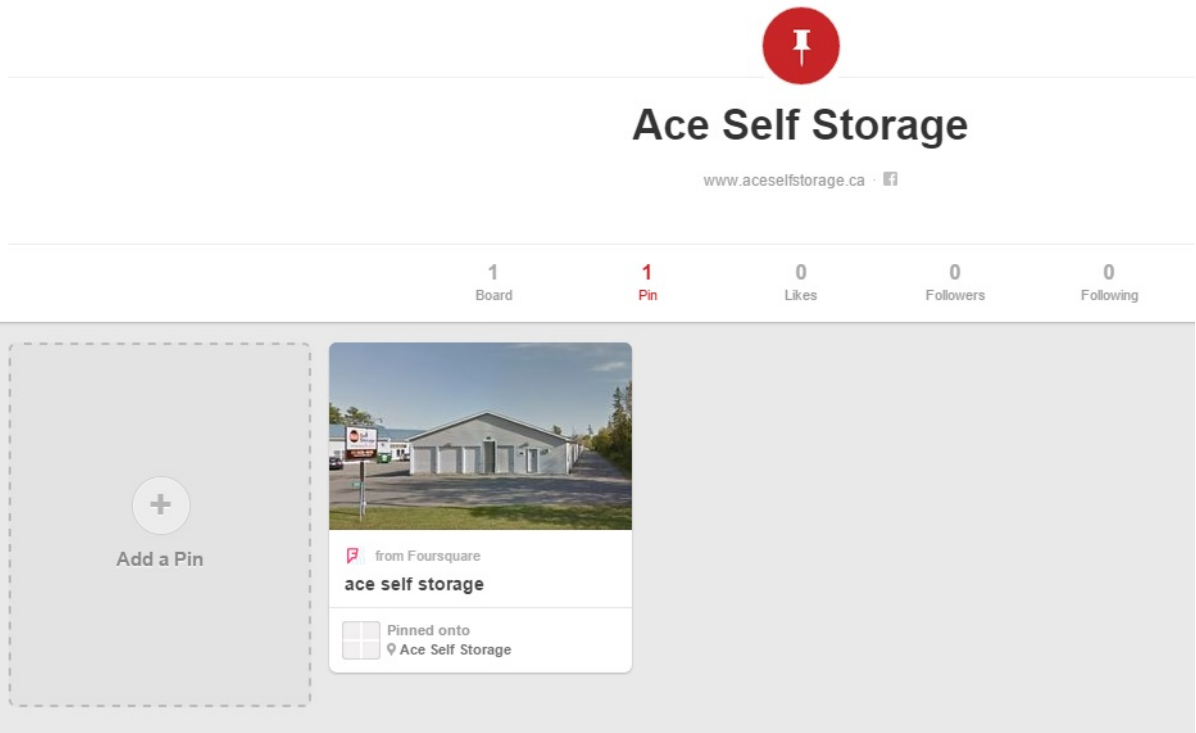
Pinterest is linked to spontaneous e commerce shopping. Ace Self Storage™ Pinterest profile will promote business by showing customers that there are other uses for storage units than to just store old junk.

### How to Login

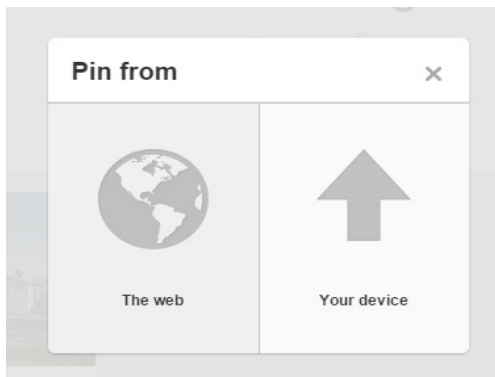
1. Login to **Facebook**.
2. In another tab of your preferred browser **type** <https://www.pinterest.com/business/getstarted> into the browsers URL text box.

### How to Add a Pin

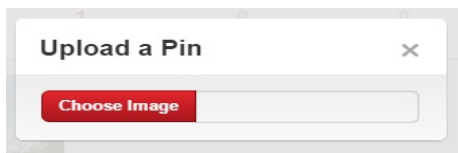
1. Navigate to the **main page** of Pinterest
2. Click on **Pin** to access your pins.
3. On this screen click on **Add a Pin**



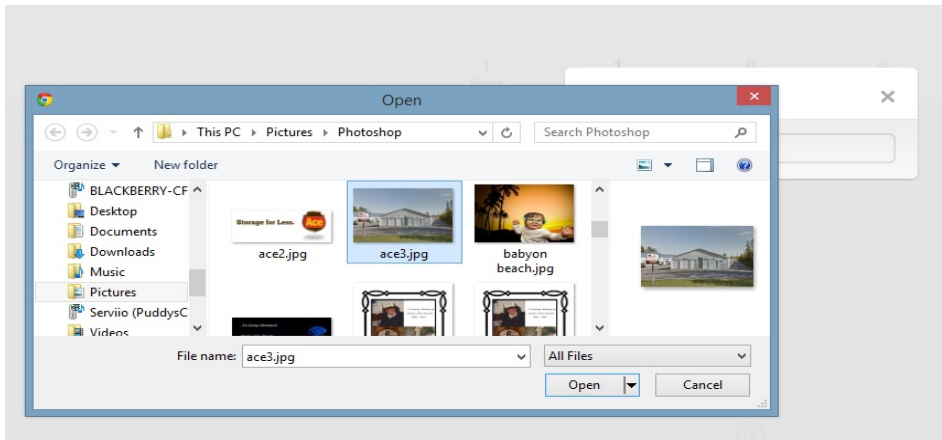
4. Click on **Your Device**.



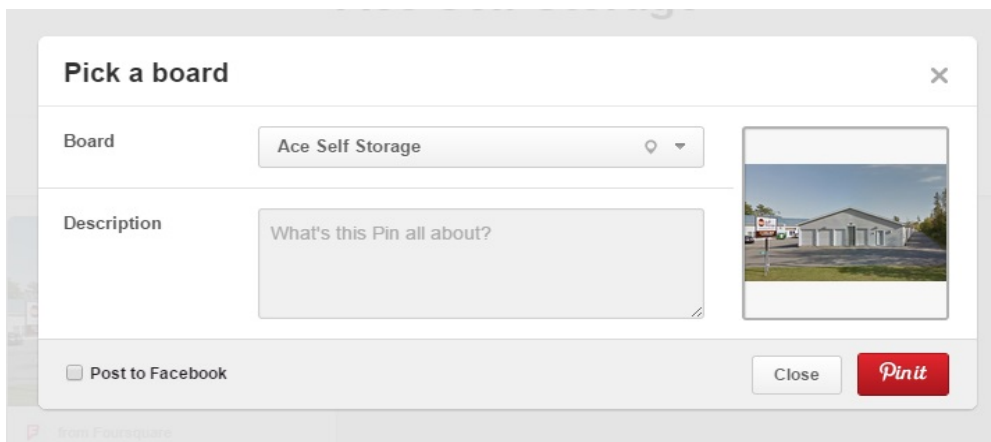
5. Click on **Choose Image**.



6. Choose an image to upload and click **Open**.



7. Click on the text box for named description. Type **a description**.
8. Click on the **Post to Facebook** box on the lower left corner of the screen.
9. Click on **Pin It**.



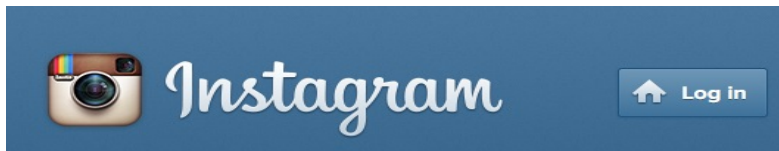
## Instagram

Similar to Facebook Instagram is also owned by Facebook and is a great way to market your company name by posting specials and coupons.

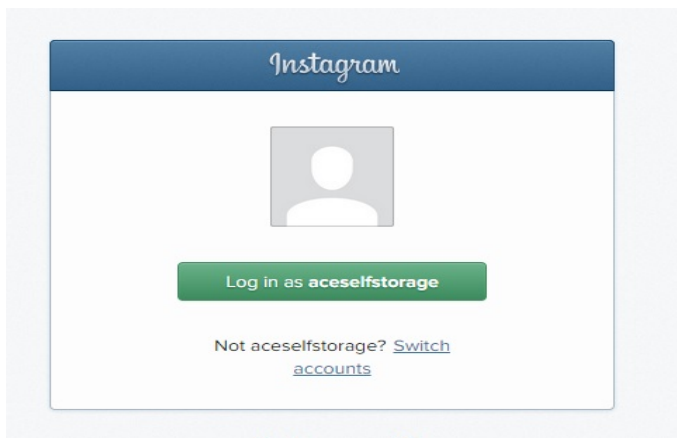
## How to Login

1. Login to **Facebook**.

2. In another tab of your preferred browser **type** <https://instagram.com> in to the browsers URL text box.
3. On the main page click on **Log In**.



4. On the sign in page click on **Log in as Aceselfstorage**.



## How to Create a Post to Share

Instagram can only be done on mobile devices. Rehana Kennedy has sole access to this feature. To create a post to share send it to Mrs. Kennedy and she will upload it via the Instagram mobile phone application.

## Foursquare

This social media network allows you to share the best aspects of your business with others.

### How to Login

1. In your preferred browser **type** <http://business.foursquare.com> in the URL text box.

2. In the upper right corner of the main page click on **Login**.

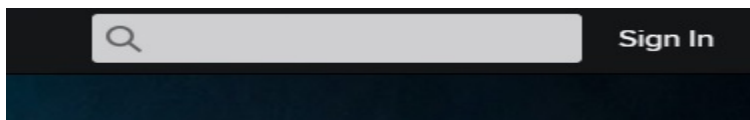


## Flickr

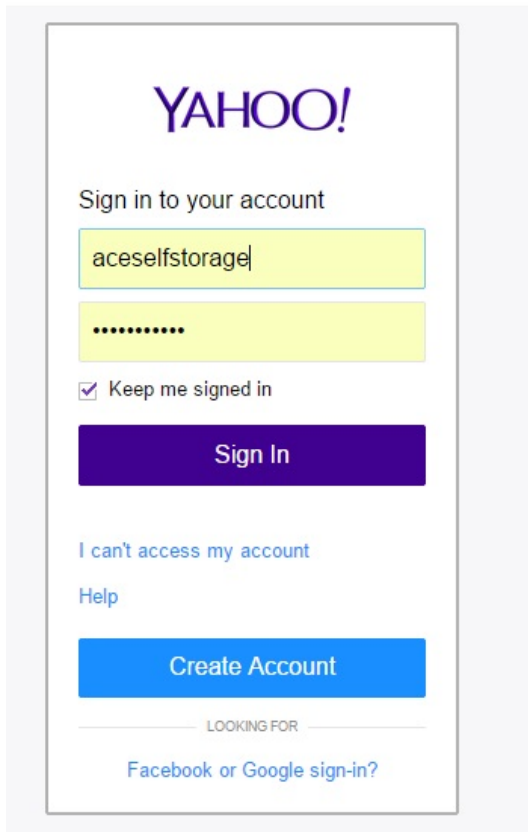
Flickr is one of the fastest growing photo sharing networks available. Ace Self Storage's™ profile on Flickr will enable potential customers to see what your units have to offer in photos.

### How to Login

1. In your preferred browser type <http://www.flickr.com> into the browser's URL box.
2. In the upper right corner of the main page click **Sign In**.



3. Check the password protected document labelled **Password** for the Ace Self Storage™ login information.
4. Enter the **login information** in the yahoo login screen.

A screenshot of the Yahoo! sign-in page. At the top is the 'YAHOO!' logo in purple. Below it is the text 'Sign in to your account'. There are two input fields: the first contains the text 'aceselfstorage|' and the second contains a series of dots representing a password. Below the password field is a checkbox labeled 'Keep me signed in' which is checked. A purple 'Sign In' button is below the checkbox. Further down are links for 'I can't access my account' and 'Help'. A blue 'Create Account' button is below the 'Help' link. At the bottom, there is a section titled 'LOOKING FOR' with a link for 'Facebook or Google sign-in?'.

YAHOO!

Sign in to your account

aceselfstorage|

.....

☒ Keep me signed in

Sign In

[I can't access my account](#)

[Help](#)

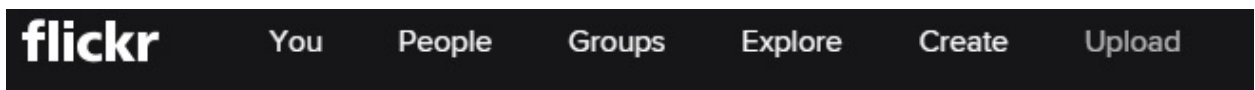
Create Account

LOOKING FOR

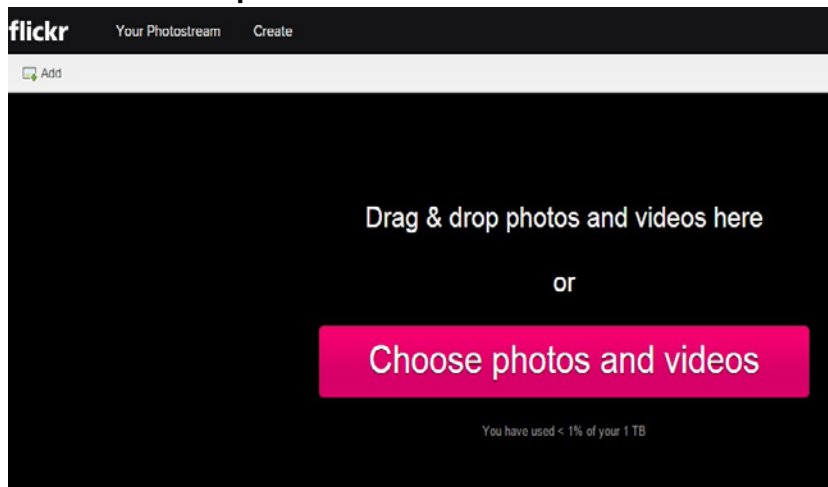
[Facebook or Google sign-in?](#)

## How to Upload a Photo

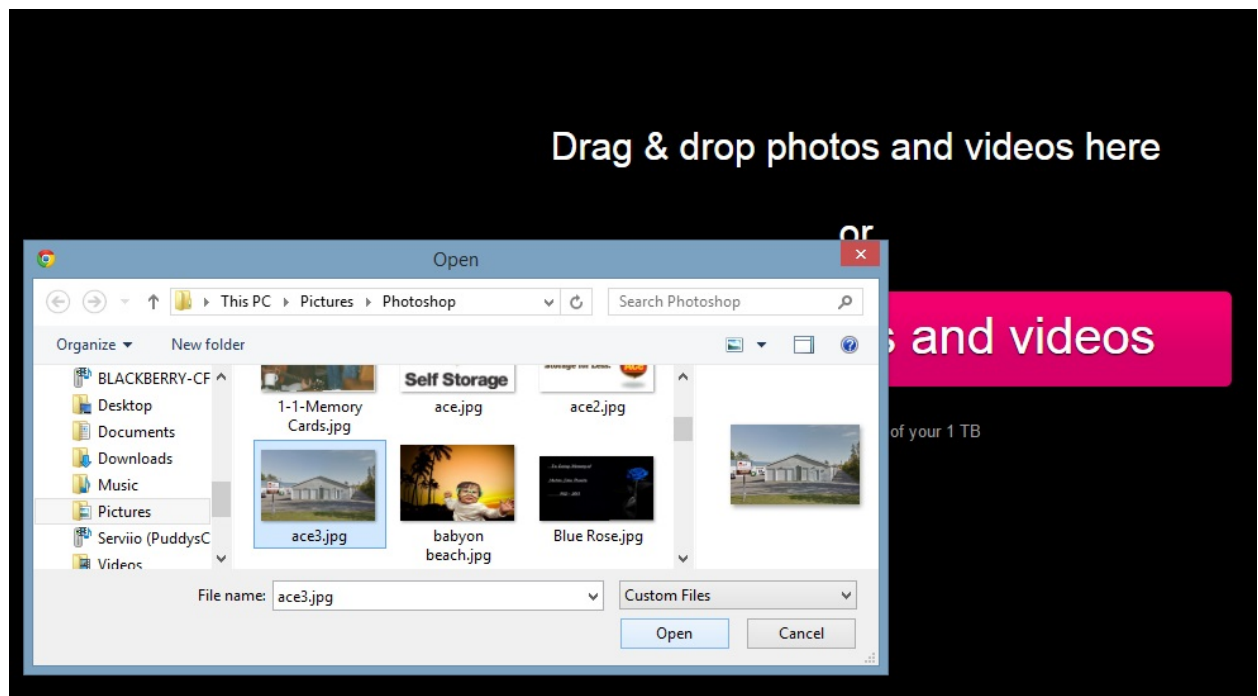
1. Navigate to the **Flickr Main Page**.
2. In the center of the page on the main tool bar click on **Upload**.



3. Click on **Choose photos and video.**

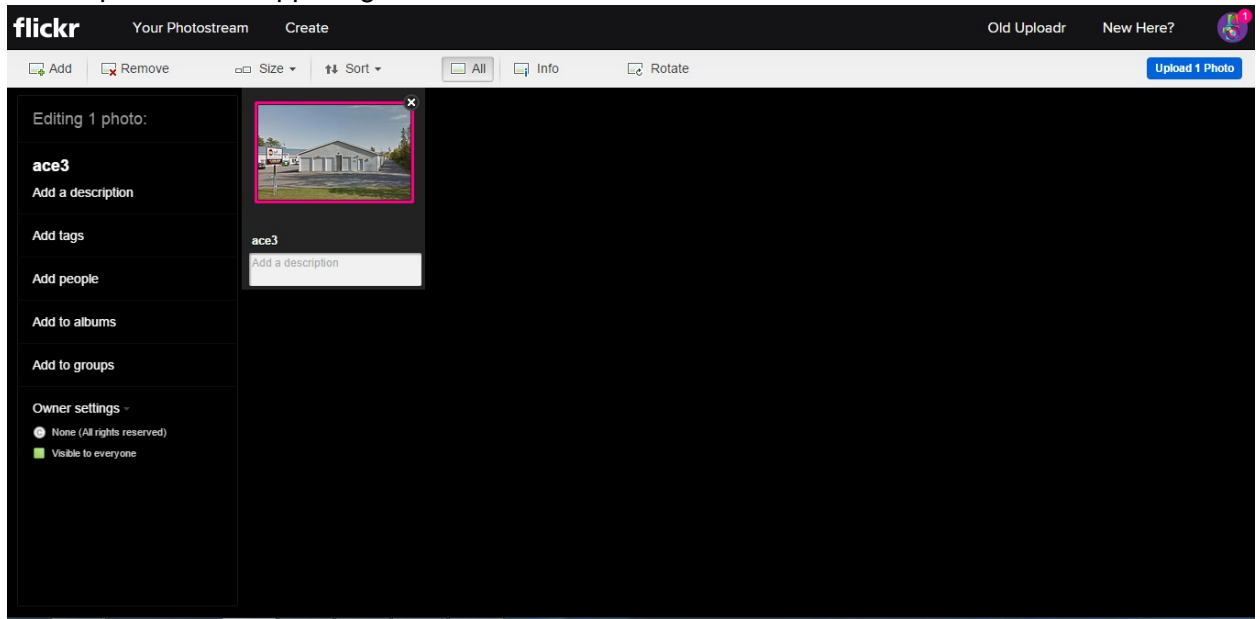


4. Choose the photo desired to upload and click on **Open.**



5. Under the uploaded photo where it says “Add a description” click **in the text box** and add a description of the photo.

6. Click Upload in the upper right corner of the screen.



7. A dialog box will appear to confirm the upload. Click Upload.

