

How to Facebook, Instagram, X and LinkedIn

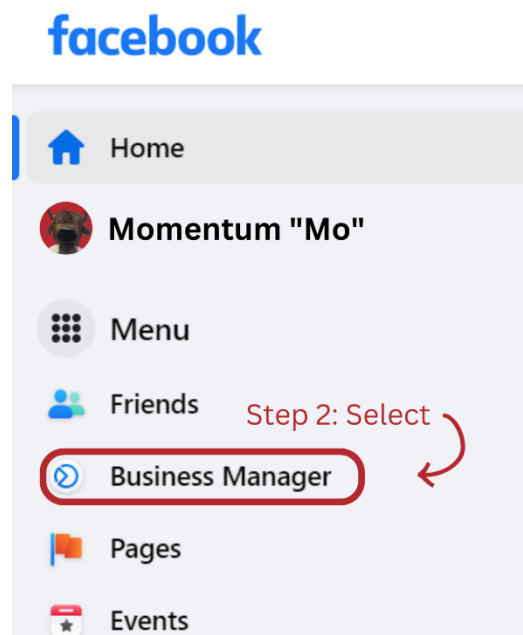
Navigate to a section by clicking a link below.

- [Connecting Instagram to business Facebook Account](#)
- [Posting to Facebook and Instagram](#)
- [Posting to LinkedIn](#)
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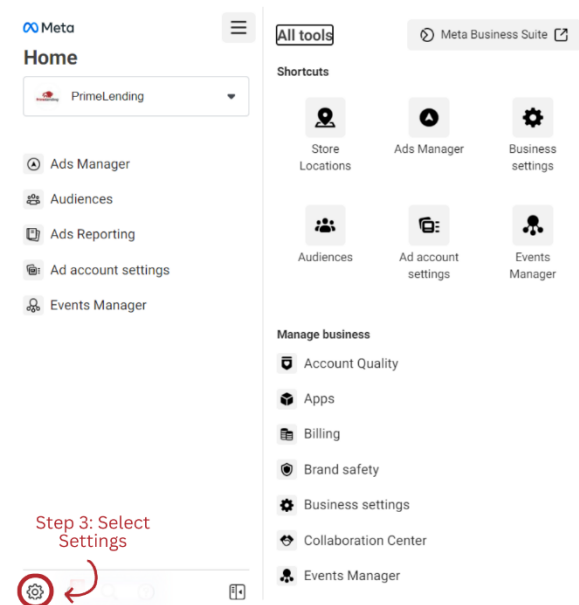
Connecting Your Business Instagram Page to Facebook (Meta)

Step 1: Login to your Business Facebook Account

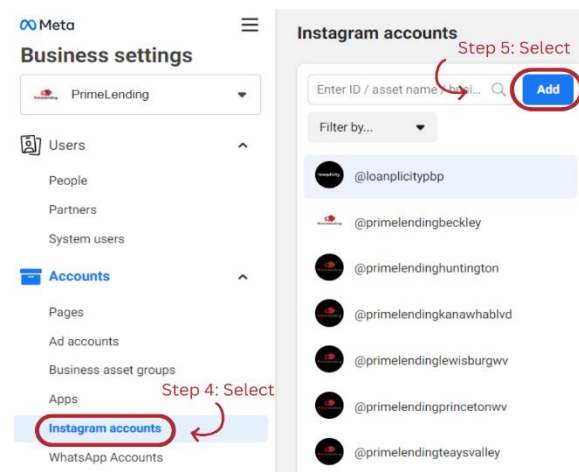
Step 2: Navigate to the left-side menu > Select "Business Manager"



Step 3: Select the Settings cog in the bottom left corner of the menu

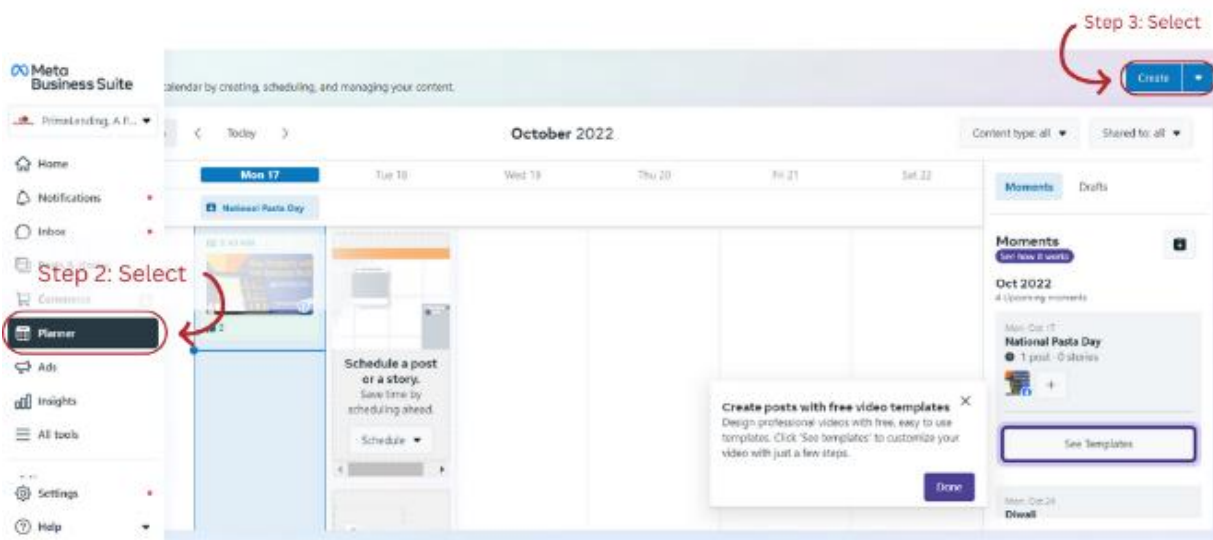
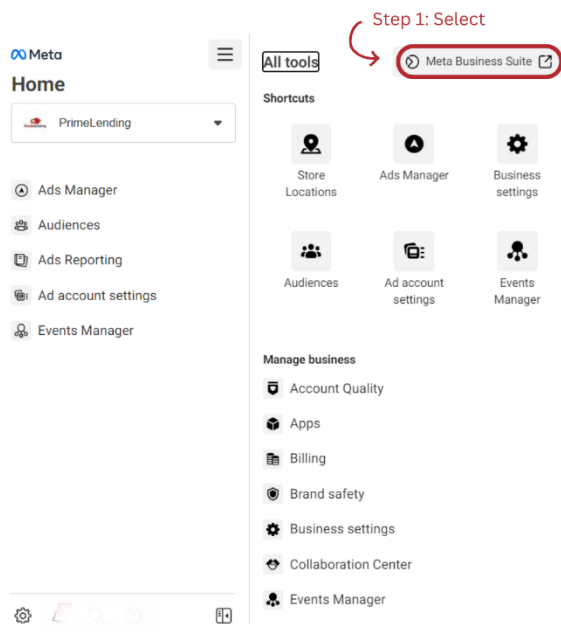


Step 4 & 5: Under "Accounts", select "Instagram Accounts". Select the blue button labeled "Add". Follow prompts on the screen to link your business Instagram account to your business Facebook.



Posting On Instagram and Facebook through Meta Business Suite

Step 1: Navigate to Meta Business Suite



Step 2 & 3: Select Planner in the left-hand menu. This will give you a calendar view of your currently scheduled posts. To create a new post, simply click the blue “Create” button. Enter

Step 4: Upload your image or video and enter your caption. Remember to select the correct platform(s) that you'd like the image/video to post to.

New post

Placements

- ☒ PrimeLending, A PlainsCapital Company
- ☒ primelending

Text

We love our PrimeLending family! # ☺

Media

Share photos or a video. Instagram posts can't exceed 10 photos.

1536 x 2048

Add photo Add video Use template

Customize your Facebook post

These features and text will only appear in your Facebook News Feed post.

Facebook text

We love our PrimeLending family! # ☺

Call to action

Get messages

Link preview - Optional

Enter a link

Boost post Active times Publish

Step 5: If you want the image/video to post immediately, click “Publish”! If you would like to schedule the post for a future date and time, select the dropdown arrow and select “Schedule Post”. Please see the image below for reference. Select the date and time you'd like your content to be posted for all platforms. When you are done, select save.

Schedule post

Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.

Facebook

Oct 17, 2022 02:54 PM

Active times

Today, 10/17 6:00 PM Tomorrow, 10/18 6:00 PM Wed, 10/19 6:00 PM

Instagram

Oct 17, 2022 02:54 PM

No active times to show.

Cancel Save

Posting on LinkedIn

1. **Login to your LinkedIn page**
2. Click **Start a post** and enter your update text or URL (website or article) in the window that appears.
 - Updates will be displayed in the language you used for your update.
3. Click the Camera icon, Video **camera** icon, or Document icon to upload a photo, video, or document from your computer.
4. Click **Add hashtag** and enter your text next to the symbol. (optional)
5. To adjust the privacy settings, click the dropdown and select **Anyone** or **Targeted Audience**. The default setting is **Anyone**.
6. Click **Post**.

Posting on Twitter

Step 1

Type your Tweet (up to 280 characters) into the **compose box** at the top of your Home timeline, or select the **Post** button in the navigation bar.

Step 2

You can include up to 4 photos, GIF, or a video in your Tweet.

Step 3

Select the **Post** button to post to your profile.

To save a draft of your **Post**, select the **X** icon in the top left corner of the compose box, then select **Save**. To schedule your Tweet to be sent at a later date/time, select the **calendar** icon at the bottom of the compose box and make your schedule selections, then select **Confirm**. To access your drafts and scheduled **Posts**, select **Unsent Posts** from the Tweet compose box.