



RONIN 1

DIGITAL MARKETING & RECRUITING



FIELD GUIDE 01

2026 EDITION

Create Social Media Accounts for Your Business

The 2026 setup guide for Facebook, Instagram, TikTok, YouTube, X, LinkedIn and Threads

INTRODUCTION

Set Up Your Business on Social Media

Your customers and candidates already spend hours a day on social apps, and in 2026 those apps do far more than host posts. People search them like Google, message businesses for quotes, book appointments, and even check out without leaving the feed. A business that isn't set up properly is simply invisible in those moments.

This guide walks you through creating and configuring professional accounts on the platforms that matter most right now, and explains what changed since the older playbooks were written. Twitter is now **X**, TikTok in the U.S. is run by a new American joint venture, Instagram has become a search-and-video platform, and AI now shows up everywhere from content tools to customer service.

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STEP 0

Before You Start

Spend thirty minutes on these items before you create a single account. It saves hours of fixing later.

1. **Lock in one handle everywhere.** Check that the same username is free on every platform before you commit. Consistency is now how customers tell the real you from impersonators, because paid checkmarks no longer prove identity.
2. **Create a business email for logins** (for example, social@yourbusiness.com) instead of a personal inbox, so access survives staff changes.
3. **Turn on two-factor authentication** with an authenticator app on every account. Hacked business pages are one of the most common small-business emergencies we see.
4. **Prepare a brand kit:** square logo (at least 1080 x 1080 px), a wide banner image, brand colors, a 150-character bio, your website link, phone, hours and service area.
5. **Decide who has access.** Use each platform's role or team features rather than sharing one password.
6. **Write down your keywords.** List the words customers actually type, such as "warehouse jobs Corona" or "bilingual payroll help." You will use them in bios, captions and video titles because social apps now work like search engines.

What changed since the old guides

- Social platforms are now search engines. Bios, captions, on-screen text and spoken words are all indexed.
- AI tools are built into every major app, and so are AI disclosure labels.
- Short vertical video is the default format on Instagram, TikTok, YouTube and even LinkedIn.
- Messaging is a sales channel. AI agents can now answer DMs for you on Meta's apps.

PLATFORM 01

Facebook Page

Facebook is no longer where younger audiences hang out, but it remains the backbone of local discovery for small businesses: reviews, hours, events, community groups and Meta's ad system all run through your Page. It is also the account that connects your Instagram, WhatsApp and Meta Business Suite together.

Create the Page

1. Log in to your personal Facebook profile (every Page needs at least one real person as an admin).
2. Open the menu and choose **Pages**, then **Create new Page**.
3. Enter your business name exactly as it appears on your signage and website.
4. Pick the most specific **category** available (for example, "Employment Agency" rather than "Business").
5. Write a short bio that says what you do, for whom, and where, using your keywords.
6. Add contact details, hours, service area and website, then upload your profile picture and cover image.

Set it up to work for you

- **Add an action button** such as Book Now, Send Message, Call or Apply so visitors have one clear next step.
- **Connect WhatsApp and Instagram** in the Page settings so all your messages land in one inbox.
- **Pin a welcome post** that introduces the business and tells new visitors what they'll find here.
- **Invite your first audience:** customers, partners and friends. Aim for a few dozen genuine follows before you run ads.
- **Ask happy clients for recommendations;** reviews still drive local trust and search ranking.



Ronin tip for staffing agencies

Facebook Groups and local community pages are still one of the best free sources of hourly and light-industrial candidates. Post openings with pay range, shift and location in the first line, and reply to every comment quickly.

PLATFORM 02

Instagram Professional Account

Instagram has shifted from a photo album to a recommendation and search platform built around Reels, carousels and DMs. Most of what people see now comes from accounts they don't follow yet, which is great news for new businesses with good content.

Create or convert the account

1. Download Instagram and sign up with your business email, or use your existing account.
2. Go to your profile, open the menu, then **Settings**. Find **Account type and tools** and choose **Switch to professional account**.
3. Choose **Business** (best for companies and agencies) or **Creator** (best for a personal brand).
4. Pick a category, add contact options and action buttons, and link your Facebook Page when prompted.
5. Write a keyword-rich name field and bio. The name field is searchable, so "Ronin 1 | Marketing & Recruiting" beats just "Ronin 1."

2026 features worth using

Feature	What it does for a business
Edits app	Meta's free video editor for Reels with templates, AI effects, a teleprompter and an expanding sound library.
Reposts	Share other public Reels and posts to a separate tab on your profile. Great for amplifying client shout-outs and partners.
Grid reordering	Rearrange your profile grid so your best offer, reviews and hiring posts stay on top. Rolling out widely in 2026.
Edit carousel order	Reorder photos in a carousel even after it's published.
Teleprompter in Reels	Read your script on screen while recording talking-head videos.
Creator tools for all public profiles	Many tools once limited to creator accounts opened up to all public profiles in early 2026.
Shares and saves	The ranking system leans heavily on whether people send or save your post, so make content worth passing along.

New in 2026: AI labels on Instagram

Instagram attaches "AI info" tags to content made or edited with AI, either when you mark it or when its systems detect it.

In May 2026 Instagram tested an "AI Creator" profile label, then on August 31, 2026 renamed it **AI-generated profile**. Profiles that feature an AI-generated person and don't carry the label can have their reach limited.

Simply using AI for editing, captions or graphics does not require the profile label. It is meant for accounts whose on-screen persona isn't a real human. See Field Guide 06 for the full AI influencer picture.

PLATFORM 03

TikTok Business Account

After years of uncertainty, TikTok's U.S. future was settled in January 2026. On January 22, its U.S. operations moved to **TikTok USDS Joint Venture LLC**, a majority American-owned company. Oracle, Silver Lake and MGX each hold about 15 percent, ByteDance keeps just under 20 percent, and the venture oversees U.S. data, the recommendation algorithm and content moderation. For businesses, the practical meaning is simple: TikTok is staying, and it is safe to invest in again.

Create the account

1. Download TikTok and sign up with your business email.
2. Go to your profile, tap the menu, then **Settings and privacy > Account > Switch to Business Account**.
3. Select the category that best matches your business so TikTok can suggest relevant tools and resources.
4. Add your website link, bio, email and a clear profile photo. Use keywords in your name and bio.
5. Create a free **TikTok for Business** login to unlock Ads Manager and the Symphony creative tools.

What's new and useful for small businesses

- **Symphony Creative Studio:** TikTok's generative AI suite for scripts, video generation, avatars, translation and dubbing. It is open to logged-in TikTok for Business users, and everything it produces is automatically labeled AI-generated.
- **TikTok as a search engine:** new Search Hub placements and Keyword Amplifiers help businesses show up for the phrases people search. Say your keywords out loud in your videos and put them in captions.
- **TikTok Nearby:** location-based discovery that makes complete, accurate profiles critical for local businesses.

- **TikTok Shop:** shoppable videos, live shopping and an affiliate program that lets creators sell your product for a commission.



Ronin tip

TikTok rewards people, not polish. A 30-second "day in the life" on a job site, a quick tip from your team in English and Spanish, or an honest answer to a common customer question will usually beat a slick ad.

PLATFORM 04

YouTube Channel

YouTube is the world's second search engine and, increasingly, what people watch on their living room TVs. Its short-form side is enormous too: Shorts now averages around 200 billion daily views. Videos keep earning views for years, which makes YouTube the best long-term home for tutorials, testimonials and explainers.

Create a business channel

1. Create a dedicated Google account for the business, so the channel isn't tied to one employee.
2. Sign in to YouTube, click your profile picture and choose **Create a channel**.
3. Use your business name, then add a handle that matches your other platforms.
4. Upload a profile image and banner sized to YouTube's current recommended dimensions.
5. In YouTube Studio, add a description with keywords, your website, email and links to your other social accounts.
6. Add team members through YouTube Studio's permissions settings instead of sharing your password.

2026 features to plan around

- **Image posts in Shorts:** photo posts are joining the Shorts feed, so carousels and graphics now have a home on YouTube.
- **AI likeness for Shorts:** YouTube has announced tools that let creators generate Shorts using an AI version of themselves, alongside likeness-detection protections against unauthorized use of a creator's face or voice.
- **Auto dubbing:** automatic translated audio tracks, useful for reaching Spanish-speaking audiences.
- **Brand links and swappable sponsorships:** Shorts can link to brand sites for sponsored content, and creators can replace sponsored segments in older videos.
- **Shopping:** more than half a million creators use YouTube Shopping, and in-app checkout is on the 2026 roadmap.



Ronin tip

Record one solid long-form video a month (a how-to, a client story or a hiring explainer), then cut it into four to six Shorts. One recording session feeds YouTube, Reels and TikTok for weeks.

PLATFORM 05

X (formerly Twitter)

Twitter rebranded to X in 2023, and by 2026 it runs quite differently. In January 2026 X replaced its recommendation system with a Grok-powered model, Grok AI is built throughout the app, and paid subscribers get noticeably more visibility. It still matters for news, B2B conversations, tech and real-time customer service, but it is no longer a must for every small business.

Create the account

1. Go to x.com or download the X app and sign up with your business email.
2. Choose a @handle that matches your other platforms. Your display name can be your full business name.
3. Add a profile photo, header image, a bio of up to 160 characters, your website and location.
4. Pin a post that explains what you do or features your current offer.

What's different in 2026

Then	Now
Blue check meant verified identity	Checks come with paid subscriptions. Businesses can buy X Premium Business (renamed from Verified Organizations in October 2025), whose pricing starts around \$200 a month.
Chronological, keyword-based feed	A Grok-powered For You feed that rewards posts that keep people on the platform.
Brand account does the talking	The owner's personal account usually outperforms the company account. Show the human behind the business.
Short tweets only	Longer posts and native Articles for subscribers, plus Communities for niche groups.

Should you bother?

Claim your handle so nobody else takes it. Then invest real time on X only if your buyers are active there (tech, media, finance, B2B). For most local service businesses, the same hours spent on Instagram, TikTok or LinkedIn will return more.

PLATFORMS 06 AND 07

LinkedIn Company Page and Threads

LinkedIn Company Page

LinkedIn is where business buyers, hiring managers and professional candidates spend their attention. For staffing agencies and B2B service companies, it is often the most valuable platform on this list. Video, personal stories from leaders and employees, and useful advice now outperform plain job links.

1. From your personal LinkedIn profile, choose **For Business** and then **Create a Company Page**.
2. Add your logo, banner, tagline, industry, company size, website and location.
3. Write an About section with your keywords and services. Add a custom button such as Visit website or Contact us.
4. Invite your connections to follow, and ask your team to list the company as their employer.
5. Use the Jobs features to post openings, and have leaders post personally at least weekly.

Threads

Meta's text-based app keeps growing, with a web version, DMs and topic Communities. Because it is built on your Instagram account, setup takes about a minute: open Threads, sign in with your Instagram, and import your profile. It is a low-effort place to share quick tips, behind-the-scenes thoughts and replies.

Which platforms should you prioritize?

If your goal is...	Start with	Then add
Local customers and reviews	Facebook + Instagram	TikTok (Nearby), Google Business Profile
Hourly / light-industrial candidates	Facebook, TikTok, Instagram	WhatsApp Business, YouTube Shorts
B2B clients and professional hires	LinkedIn	YouTube, X (if your industry is active there)
Selling products	Instagram + TikTok Shop	YouTube Shopping, Facebook
Teaching / thought leadership	YouTube + LinkedIn	Instagram, Threads

LAUNCH PLAN

Your First 30 Days

A new account with nine thin posts looks abandoned. Use this simple plan to launch with momentum.

Week	Focus	Actions
1	Foundation	Complete every profile field, upload brand images, post a pinned welcome or intro video, connect accounts in Meta Business Suite.
2	Proof	Share three pieces of social proof: a testimonial, a before-and-after, a placement or project story. Ask five clients for reviews.
3	Helpfulness	Answer the three questions customers ask most, one short video each. Use the exact words people search.
4	Community	Reply to every comment and DM within a day, repost a partner, go live or host a Q&A, then review your analytics.

Profile completion checklist

- Same handle and profile photo on every platform
- Bio states what you do, who you serve and where, with keywords
- Website, phone, email, hours and service area added
- Action button set (Book, Message, Call, Apply)
- Two-factor authentication enabled and team roles assigned
- Pinned post or featured content in place

■ Instagram, Facebook and WhatsApp connected in Meta Business Suite

Need a hand?

Ronin 1 sets up, brands and manages business accounts for small businesses and staffing agencies, including bilingual English and Spanish content. Visit ronin1dmr.com or email keven@ronin1digital.com.

About this guide

Produced by Ronin 1 Digital Marketing & Recruiting LLC for small businesses and staffing agencies. Platform features, menus and prices change often, so this edition reflects what was publicly announced as of fall 2026. Always confirm the latest steps inside each app or its help center. Want it done for you? Visit ronin1dmr.com or email keven@ronin1digital.com.



RONIN 1

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