

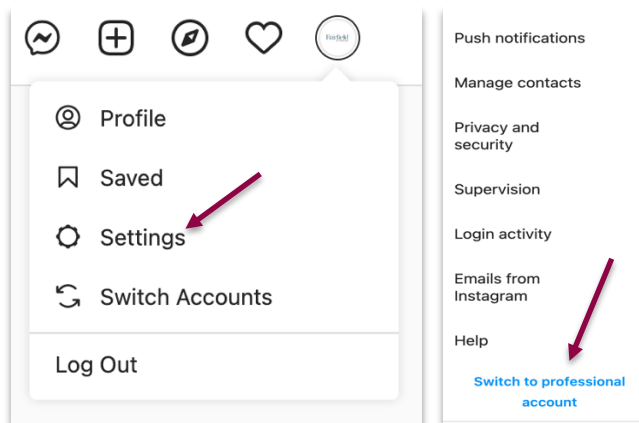
SOCIAL MEDIA TIPS

Use this checklist to create an Instagram account and connect it to your Business Page on Facebook/Meta.

CREATE THE ACCOUNT

- Go to Instagram.com and click 'sign up' on the bottom right.
- Enter your work email address, the full name of the hotel, and create a username like 'fairfieldfayetteville'. *Use the same name as your Facebook Page.
- When prompted enter your own birthday.
- Once the page is created, click on the profile photo in the top right corner and go to settings.
- Add a profile photo + a bio description. Then in the bottom left corner, click **switch to a professional account.**
- Click on Business, then type and select 'hotel.' Fill in the phone number and address for the hotel. *This step is very important for Instagram not to think that you are creating a fake account.

Instagram
Create and Connect



SUPPORTED HOTELS ONLY SHARE LOGINS

- Send the username + password + email associated with the account to nhgecomm@nhghotels.com.
- We will reaffirm the connection for placing ads and scheduling posts.

