

This form is used by the Innovative Petcare Marketing Department to help your hospital run social media campaigns and assist with managing your social media marketing.

Please fill out the form to the best of your ability and provide the login credentials for Instagram and Twitter (if applicable), and follow the below steps to provide admin access for Facebook and LinkedIn (if applicable).



INSTAGRAM

Username:

Password:

Associated email address:

Who on your team manages the Instagram account?

What is their email address?

What is their phone number?



TWITTER

Username:

Password:

Associated email address:

Who on your team manages the Twitter account?

What is their email address?

What is their phone number?

Unlike Instagram and Twitter which have specific login credentials, Facebook and LinkedIn are accessed via your personal social media profiles, so here's how you can add admins on both sites...



FACEBOOK

- 1 Go to Pages You Manage or type in the name of your hospital's Facebook page in the search bar
- 2 Select your hospital's Facebook page
- 3 Select "Settings"
- 4 Select "Page Roles"
- 5 Assign A New Page Role > *change "Editor" to "Admin"* > type in the Marketing Manager's email address of: yelp@innovativepetcare.com.
- 6 Select "Kelsey Steele" and click "Add"
- 7 She will receive a notification to accept the Admin Request for your Hospital
- 8 Please reach out to Kelsey Steele with any questions at marketing@innovativepetcare.com.



LINKEDIN

Concerning LinkedIn, it's similar to Facebook in that there's not one centralized log-in, but if you log into your personal LinkedIn profile, you can add Kelsey Steele (if you're an admin of your hospital's LinkedIn page) by doing the following:

- 1 Log into personal LinkedIn page
- 2 Check notifications and you should see a notification about adding "Kelsey Steele" as a Super Admin on the page. You have to confirm the notification.

If you don't see the notification, you can take these steps to get Kelsey Steele added:

- 1 Log into your personal LinkedIn page
- 2 Click on "Me" at the top of the navigation bar
- 3 Scroll to where it says "Manage" and then select "Company: *Name of Hospital Here**"
- 4 At the top of the page underneath "View as Member", select "Admin Tools" and then "Manage Admins" and then you can add Kelsey Steele by name if you're connected with her: Here's her profile: <https://www.linkedin.com/in/kelseysteele/>
- 5 Please reach out to Kelsey Steele with any questions at marketing@innovativepetcare.com.



GOOGLE MY BUSINESS

The last piece of the puzzle is getting your hospital's Google My Business page registered under Innovative Petcare's corporate account.

Our Director of Digital Marketing, Carissa Schildt, will send a Google verification postcard (like the below example), and the only thing we need is for your team to take a picture of the postcard verification code and send it back to us.

Please email the code to marketing@innovativepetcare.com and CC.cschildt@innovativepetcare.com.



Google My Business

Hello from Google,

The verification code that was requested from Google is below! Just follow the three steps below to finish verifying, and your business name will be open for business on Google.

Steps to verify your business:

- ✓ Visit google.com/verifymybusiness
- ✓ Sign with your email address (email address)
- ✓ Enter your verification code and submit!

Your verification code:

33885

This code is unique to your business and the particular listing you want to verify. Please do not share this code with anyone else, and know that Google will never call your business and ask for your code.