6 Steps to Build Your Facebook Business Page:

1. Complete Cetera's Required Social Media Training
2. Create a Facebook Business Page without Completing Your Profile
3. Register Your Facebook Business Page with the Social Media Supervision Tool
4. Submit Your Facebook Profile for Approval in the Social Media Supervision Tool
5. Update Facebook with Approved Profile Information
6. Grow Your Following

STEP 1: TAKE MANDATORY SOCIAL MEDIA COMPLIANCE TRAINING

Social Media Compliance Training is required for anyone who will be engaging in social networking*.

Access Training in the SmartWorks Learning Center (SLC).

Go to **SmartWorks > Training > SmartWorks Learning Center**. Once in the SLC, type **Social Media Compliance Training** into the keyword search located in the upper right hand area of the screen.

We encourage support staff to take the training for educational purposes, even if they are only assisting with researching and strategizing. Please note that any support staff member who plans to subscribe to Social Media Supervision as a main account holder or a delegate subscriber will need to take the training and have an advisor agree to pay for their subscription fee.

**If you have a LinkedIn account that is used as a static online business profile and do not plan to interact in any way on this page (submitting posts and pictures, commenting and liking posts in the feed or within group), then you are not required to have your LinkedIn account monitored by the Social Media Supervision Tool. Please be sure to obtain approval of your static profile from Ad Review through your standard submission process, and include screen capture of your page when submitting.*

STEP 2: RECEIVE TRAINING NOTIFICATION FROM SMARTWORKS LEARNING CENTER AND FORWARD TO AD REVIEW

If you plan to SUBSCRIBE to Social Media Supervision, please read the instructions below.
If you only took the training for educational purposes, please do not forward the email to socialmedia@cetera.com.

Advisors

Once you complete the mandatory Social Media Compliance Training, you will receive an automated email from the SmartWorks Learning Center. You will need to forward this email to Advertising Review at socialmedia@cetera.com. This will be your formal request to subscribe to Social Media Supervision. By forwarding this email you are agreeing to the monthly subscription fee of $15, which will be debited from your commissions each month.

Once the email is forwarded, it takes approximately 3-5 business days before you will have access to the Social Media Supervision Tool.

STEP 3: OPEN YOUR SOCIAL MEDIA ACCOUNTS WITHOUT COMPLETING YOUR PROFILES

Open your social media accounts on each social media site you plan to utilize (Facebook, LinkedIn and/or Twitter) but DO NOT complete your account profiles at this time. In Step 5, you will create your profiles on the Social Media Supervision Tool and once approved you will populate these profiles on your social media sites.

At this stage, only fill in your name or business page name, registered Firm email address and password. ***Do not fill in any other portion of the profile.*** If you already have a social media account with an approved profile, you may skip this step and simply register your current approved site with the Social Media Supervision Tool. Step 4 explains how to register your social media accounts with the supervision tool.

Your broker-dealer permits you to use Facebook, Twitter and LinkedIn for business use only if you have registered them with the Social Media Supervision Tool. You can create the following types of accounts if they are used strictly for business purposes:

- Facebook business page (recommended) and/or personal page*
- LinkedIn personal page and/or company page*

- Twitter account

**A Facebook personal account is required to open a Facebook business page. A LinkedIn personal account is required to open a LinkedIn company page. However, you do not need your personal account monitored by Social Media Supervision if you do not plan to use it for business purposes. Refer to the tutorial in Step 4 for details and be sure to carefully register the correct social media account with the Social Media Supervision Tool.*

The following guides can also assist you with step-by-step instructions to opening your social media accounts:

- Facebook Guide — Instructions for Business Page Setup
- LinkedIn Guide — Instructions for Account Setup
- Twitter Guide — Instructions for Business Page Setup

STEP 4: RECEIVE SOCIAL MEDIA SUPERVISION TOOL REGISTRATION EMAIL AND REGISTER YOUR ACCOUNTS

- Once you have been granted access to the Social Media Supervision Tool, you will receive an email titled *Social Media Supervision Tool Registration*, which will include the steps to take to proceed with account and social media site registration. Please be sure to check your junk mail if you have not received the email. (Remember, once you complete your training and forward the training notification you received from the SmartWorks Learning Center, it will take approximately 3-5 business days before you receive this registration email.)

  Follow the instructions provided in this email to register your social media account(s) with Social Media Supervision. The registration process should take less than five minutes. You cannot begin using social media for business purposes until you have your business-use social media accounts set up to be monitored by Social Media Supervision. Your email to access the Social Media Supervision Tool is your registered email address. A temporary ID will be provided in your registration email.

  You'll find guidance on registering your social media accounts in the Getting Started with the Social Media Supervision Tool*. tutorial
  (you can fast forward to minute 3:45 to review these steps).

  **To enlarge the video, click on the box icon in the lower right of the screen.*

  NOTE: Before registering your Facebook, LinkedIn and Twitter accounts with the Social Media Supervision Tool, please log out of your social media accounts on each site. If you are logged into these accounts when you go to register your Social Media Supervision account then the platform may automatically register the account you are logged into. This means that any personal use social media accounts may be accidentally registered.

  To access the Social Media Supervision Tool in the future, go to:
  https://ceteramedia.protegent.com/Client/WebObjects/Client.woa/.
  We suggest that you save this URL to your favorites to easily access it in the future. You can also select the **Access Social Media Supervision Tool** button on the Social Media Supervision page within SmartWorks.

STEP 5: SUBMIT YOUR SOCIAL MEDIA PROFILES FOR APPROVAL AND THEN POPULATE ON YOUR SOCIAL MEDIA SITE

Once you have registered your social media accounts, submit your social media profiles for approval through the Social Media Supervision Tool. We recommend writing your profile prior to submitting through the tool. Please submit* your profile, for each social media site you intend to use for business, by doing the following:

- Go to the **Profiles** tab within Social Media Supervision.
- Choose the social media account that you would like to submit your profile for.
- Enter the profile information in the **New Profile Proposal** box and then select **Save**.
- You may add a comment in the **Comment to Reviewer** box.
- Once your profile has been reviewed, you will receive an email from the Social Media Supervision Tool with the result of the review.

    - If your profile is disapproved, you will need to revise your profile information and resubmit following the steps above.
    - If your profile is approved, you will need to return to your social media page (Facebook, LinkedIn and Twitter) to enter the profile information.
    - **The Social Media Supervision Tool is not able to automatically populate your profile to Facebook, LinkedIn or Twitter once these profiles are approved.**

** You do not have to submit the profile for approval through the supervision tool if your profile was approved by Ad Review prior to Social Media Supervision and has not been changed.*

If you haven't already reviewed the Getting Started tutorial *, please note that this video explains how to submit your social media profiles for approval. (You can fast forward to minute 5:43 to review these steps).

**To enlarge the video, click on the box icon in the lower right of the screen.*

The following account setup guides can walk you through the account setup process every step of the way.

- LinkedIn Guide — Instructions for Account Setup
- Facebook Guide — Instructions for Business Page Setup
- Twitter Guide — Instructions for Business Page Setup

If you have any questions, please refer to the General Social Media Policy Overview section in the *Social Media User Guide*, and also the *Policies and Procedures — Registered Representatives Manual*, in the following location within SmartWorks: Compliance > Supervisory & Compliance Manuals. These Advertising Review documents explain the policies and procedures for social media. If you have further questions on policies/procedures, please email socialmedia@cetera.com.

STEP 6: BEGIN SOCIAL NETWORKING

Once you have gone through all of the steps noted above, you can begin social networking for business purposes.

IMPORTANT!
Please note that your first social media post MUST be submitted for pre-approval through the Social Media Supervision Tool (SMST). Additionally, all securities-related posts must be pre-approved through the SMST. Please review the following tutorial for guidance on these steps: How to Submit Posts for Approval through the SMST*. As noted in the required Compliance training, the Social Media User Guide explains the social networking rules you must follow. If you have questions on Compliance rules and regulations, please email Advertising Review at socialmedia@cetera.com.

Content Library
As part of your subscription, the Social Media Supervision Tool includes a pre-approved content library of posts you can send to your social media sites. Review the following tutorial on how to utilize the library: Social Media Supervision Tool Content Library*.

**To enlarge the video, click on the box icon in the lower right of the screen.*

Would you like to discuss marketing tactics and other tools and resources for social media marketing? Or, are you seeking help getting started? Please schedule a Social Media Consultation with the Cetera Advisor Marketing Team.

Book an Appointment

The Cetera Advisor Marketing Team can also be reached at marketing@cetera.com.

Connect with the Cetera Advisor Marketing Team! Visit us on our dedicated social media sites! We provide social media for content ideas, best practices, compliance tips, sample posts, training opportunities and more.

Cetera Advisor Marketing Team
@CFGMarketing
Cetera Advisor Marketing Team
Connect2Clients Group

How Do I Create a Facebook Business Page?

Step-by-Step Guide to Creating a Facebook Business Page

This guide will allow you to market and network your business on Facebook to clients and prospective clients in a way that is both personal and meaningful. Facebook is where you can showcase the *personality* of your company.

Overview of a Facebook business page

A Facebook business page allows you to showcase your company, company news, products, services and more. While you are required to open a Facebook personal account in order to open your business page, please note that at this time Facebook personal profiles cannot be used for business purposes; however, you may use them for personal non-business interactions that are not business related. The instructions in this guide only provide details on setting up a business page. For details on how to set up a personal account, click on the help link in the bottom right corner of the Facebook login screen or reach out to our team marketing@cetera.com.

- Your business page is public.
- Anyone can "like" or "follow" your business page.
- Liking your business page connects the Facebook user to your business page news feed (referred to as your Timeline).
- Your posts will show up in your followers' News Feeds.

The difference between "Liking" and "Following" a business page:

→ *Although both actions will result in your post to show up in the user's news feed; "Liking means your page will show up in their 'Liked' directory, and "Following" will not.*

SECTION 1: Complete Cetera's Required Social Media Training

The **Social Media Compliance Training** is required for financial advisors and support staff who will be engaging in social networking.

Access Training in the SmartWorks® Learning Center:

- ***Cetera Advisor Networks LLC, Cetera Advisors LLC, Cetera Financial Specialists LLC:*** SmartWorks > Training > SmartWorks Learning Center > Stay Compliant > Social Media Compliance Training
- ***Cetera Investment Services LLC:*** SmartWorks > Education > SmartWorks Learning Center > Stay Compliant > Social Media Compliance Training

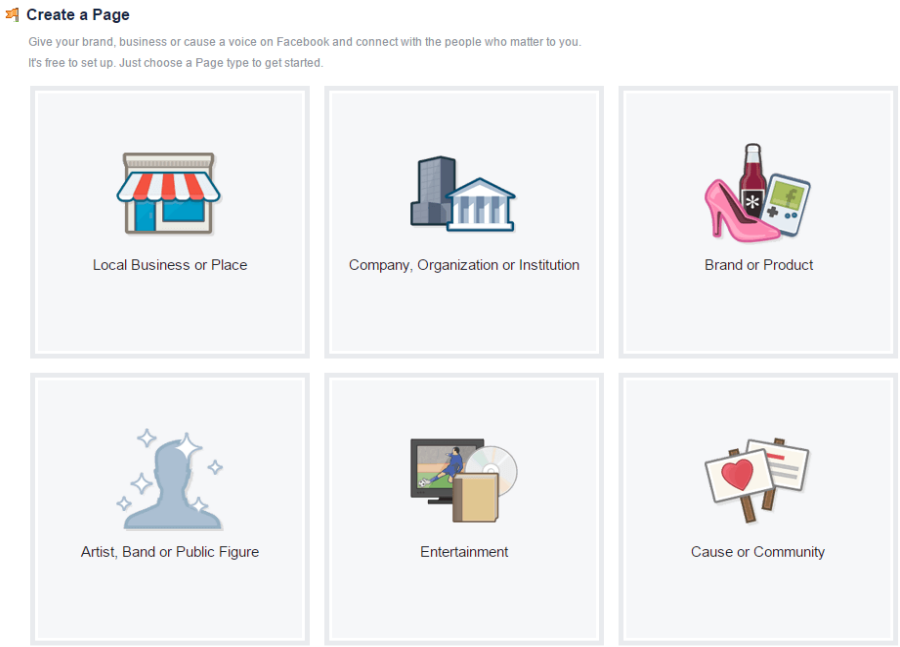
We recommend that you complete the training in one sitting – it should take you approximately 30 minutes to complete.

Once you have completed the training, you will receive a notification email from the SmartWorks Learning Center, and will need to forward this email to Advertising Review at socialmedia@cetera.com to request a subscription to the Social Media Supervision Tool (SMST). By forwarding this email, this subscribes you to the SMST. You will receive an email from the SMST with information on how to establish your account and register your social media accounts.

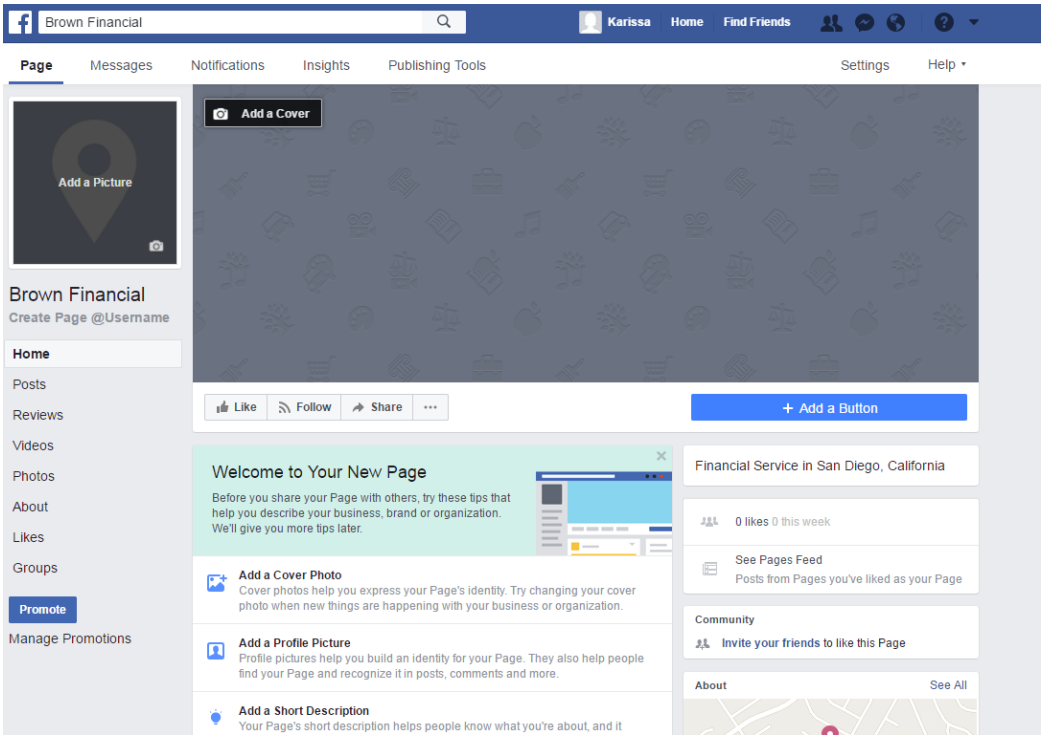
SECTION 2: Create a Facebook Business Page without Completing Your Profile

Now that you have completed your social media training, you are ready to open your Facebook business page. **You will not begin adding more than the basic content (populating your profile or posting) until after you register your Facebook account and get your profile approved in the Social Media Supervision Tool.**

- If you don't have a Facebook personal account already, go to: www.facebook.com to create a New Account.
- Log-In to Facebook. To open your Facebook business page go to: https://www.facebook.com/pages/create or choose **Create Page** under inverted arrow in the upper right corner.



- Choose a classification for your business page. For the purpose of this guide, we will set up a Local Business. The differences between a local Business and a Company, Organization or Institution as follows:
    - **Local Business or Place** – this selection prominently displays your contact information on your main page. It is meant for "brick and mortar" – type stores that have a physical location.
        - Enter requested information and click **Get Started**.
    - **Company, Organization or Institution** – this selection provides additional sections for Products and Awards. It is meant for companies that don't have customers visiting a physical location on a normal basis, or if your business has multiple locations.
        - Choose a **Category,** enter **Category Name**, and click **Get Started**.
- You will be taken to a blank shell for your Business page. **DO NOT ADD ANY ADDITIONAL INFORMATION AT THIS TIME.** Once you have your account registered with the Social Media Supervision Tool and receive approval of the profile you submitted (Section 4), then you will go back to your Facebook account and add your profile information, cover photo and finish populating your page.



SECTION 3: Register Your Facebook Business Page with the Social Media Supervision Tool

Go to the Social Media Supervision Tool to establish your Social Media Supervision account and register your Facebook account/page.

You are now ready to register your social media accounts. You will receive an email titled *Social Media Supervision Tool*. This email will only come to you if you have completed the Social Media Compliance Training (Step 1). Click the green button in the email **Complete Registration** to set your password and access the tool.

Once you are in the Social Media Supervision Tool, you will register your active accounts under the **Accounts** section.

> **Tip:** *We suggest that you log out of your Facebook account before going into the Social Media Supervision Tool to register. Otherwise, the tool will automatically register the social media account you are logged into. This may cause you to mistakenly register an account you use for personal purposes, rather than business purposes.*

If you created a business page off of a personal page, be sure that you click on the correct icon associated with the account you want monitored. When you go to register your Facebook account with the Social Media Supervision Tool, your personal account will appear under the **Primary Account** section and your business page will appear under the **New Facebook Account Pages** section.

If you change your Facebook password at any time after you register your Facebook account on the supervision tool, you will need to re-register your business page or personal account within the tool (following the same steps that you took when you first registered your Facebook account with the Social Media Supervision Tool). A warning will also appear on the Feeds tab and Accounts tab within the supervision tool notifying you that your Facebook account is unavailable. If you have technical issues, please email socialmedia@cetera.com.

SECTION 4: Submit Your Facebook Profile for Approval through the Social Media Supervision Tool

Go into the Social Media Supervision Tool to submit your profile for Advertising Review approval.

Once you have registered your social media accounts (Step 3), you will need to submit your social media profiles for approval through the Social Media Supervision Tool by doing the following:

- Go to the **Profiles** tab within the tool.
- Choose the social media account in which you would like to submit your profile.
- Enter the profile information in the **New Profile Proposal** box and then select **Save**.
    - Your profile information will be sent to compliance for review/approval.
- Once your profile has been reviewed, you will receive an email from Social Media Supervision with the result of the review. If your profile is rejected, you will need to revise your profile information in the tool and resubmit following the steps above. If your profile is approved, you will need to return to your Facebook account to enter the profile information. **The Social Media Supervision Tool is not able to automatically populate your profile to Facebook once it is approved.**

SECTION 5: Update Facebook with Approved Profile Information

Return to Facebook to complete the profile information as desired.

If your profile is approved through the Social Media Supervision Tool, you will need to transfer that information to your Facebook page. What you enter must appear exactly as it was approved. If you plan to make any changes to your profile in the future, you will need to submit it through the tool for approval following the steps noted above before changing your Facebook business page.

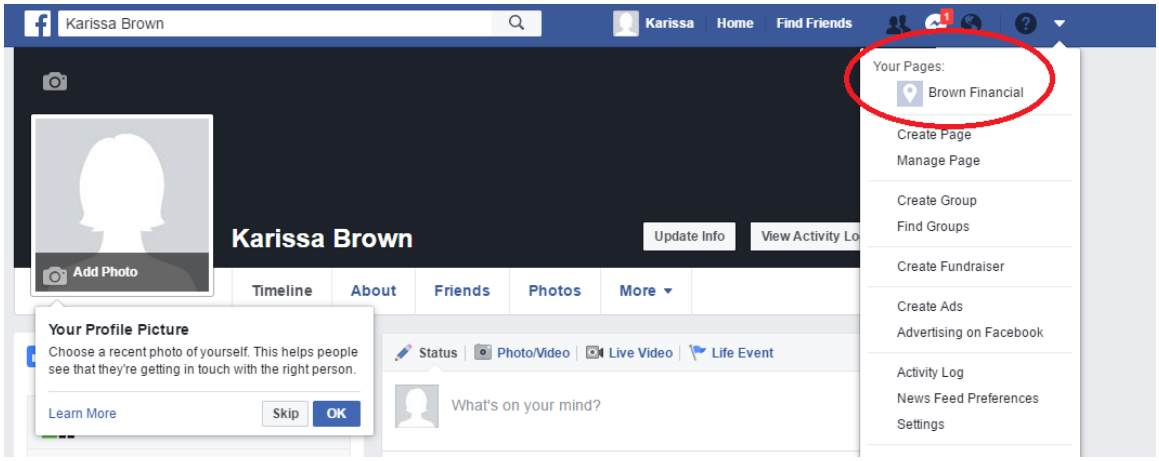
NOTE: Make sure you add a registered branch office address to your profile.

Before you begin, here are a few items we recommend you gather to make building your profile faster and more efficient

- A profile picture that can be a professional headshot or high resolution company logo. This will be cropped in a square format. File size: Must be at least 180 pixels wide x 180 pixels tall.
- A cover image. File size: Must be 400 pixels wide x 150 pixels tall to fit in a rectangular space of 828 pixels wide x 315 pixels tall.
    - **Tip**: Facebook crops out some of the cover photo when displayed on mobile devices. Therefore, the center 563 pixels wide x 315 pixels tall should be the main visual of your cover image.

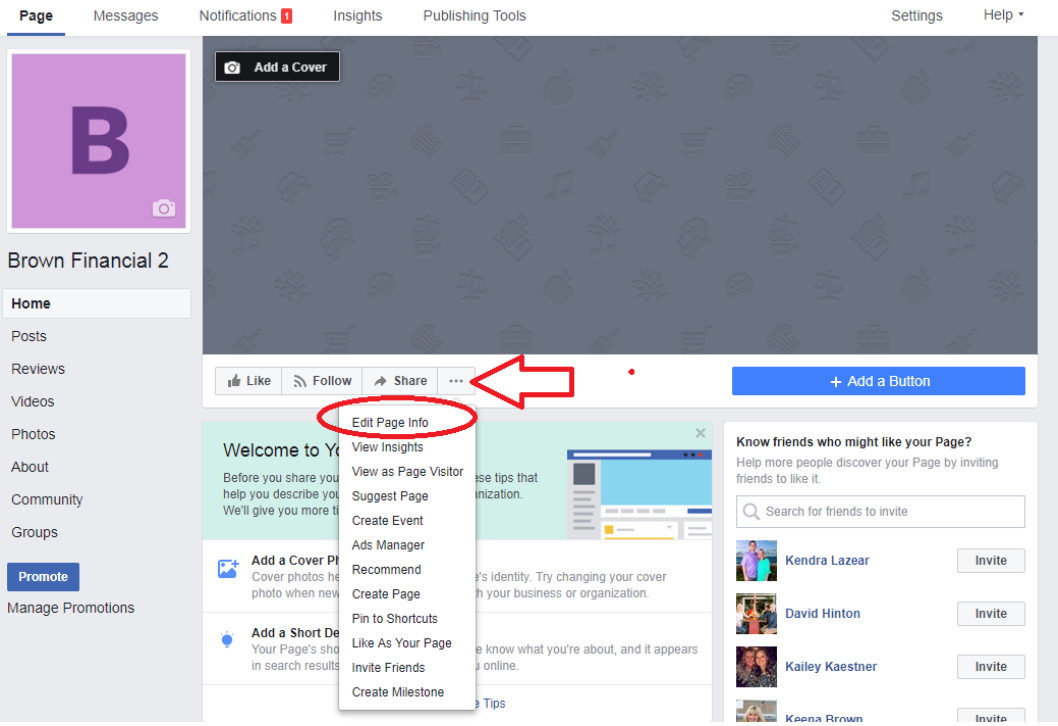
Updating your business page profile information

- Log-In to Facebook. This will automatically take you to your Personal Page.
- Click on the inverted triangle icon in the upper right corner, then select your Business Page under Your Pages.



Update Profile Information

Although you could just click on various spots in your profile and eventually fill out each section, the easiest way to start is to click **Edit Page Info** under the 3 dots in the middle of your Business Page:



This section includes general information about your company.

General:

- **Name** – your approved business name
- **Categories** – enter categories that define your business
- **Description** – provide one to two concise sentences describing who you are and what you do as a company
    - *Example*: *Meath Financial Group is a Wealth Management firm serving a select number of individuals and families to help them pursue their most important wealth goals.*
- **Impressum** – this is the area where you add the disclosures for your Broker-Dealer. See below for the disclosures for each Broker-Dealer:

Cetera Advisors	Cetera Advisors LLC, Member FINRA/SIPC
Cetera Advisor Networks	Cetera Advisor Networks LLC, Member FINRA/SIPC
Cetera Financial Specialists	Securities offered through Cetera Financial Specialists LLC, member FINRA/SIPC. Advisory services offered through Cetera Investment Advisers LLC. Cetera entities are under separate ownership from any other entity.
Cetera Financial Institutions	Securities offered through Cetera Investment Services LLC, member FINRA/SIPC. Cetera is under separate ownership from any other named entity.

Contact:

- **Phone** – enter your business phone number
- **Website** – enter your approved website URL
- **Email** – enter your firm-registered email address

Location:

- **Address** – enter your registered branch address
- **Hours** – (OPTIONAL) Include the hours of operation of your office

X out of screen to review inputted information.

*Other information you may update under **About** section:*

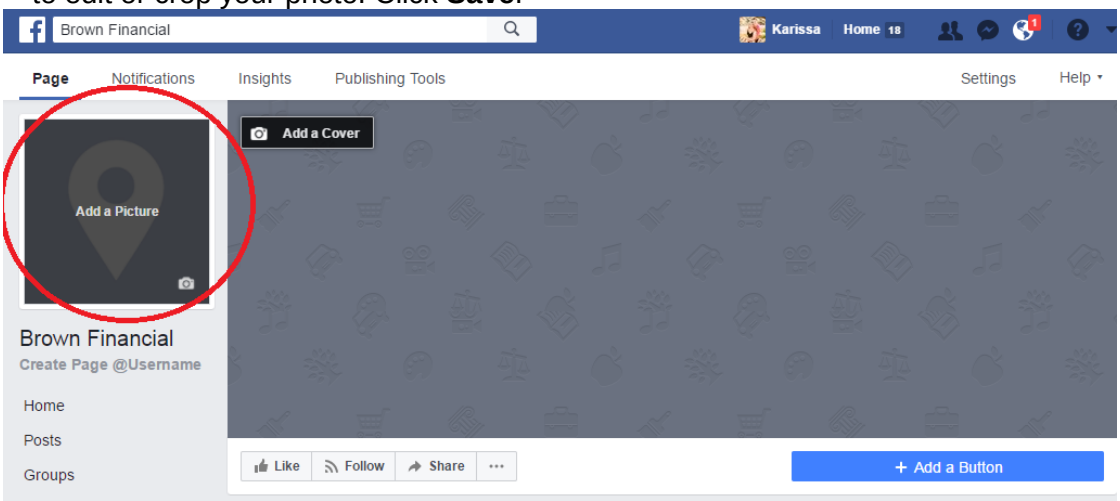
- ***Username** – here you can create a custom URL for your Facebook business page. This makes finding your page easier.*
- ***Parking** – if parking is a concern in your area, list the parking available at your office.*

Upload Profile and Cover Images

Profile Picture:

The profile picture is the one associated with your business page. Typically, the profile picture is your company logo. This picture will display on your main page, whenever you engage in social networking activity and when people search for your business through Facebook.

- Click the gray box on the left that currently says **Add a Picture**. When prompted, you'll choose **Upload Photo**. Find your photo to upload and click **Open**. You'll have the ability to edit or crop your photo. Click **Save**.



Cover Image:

A cover photo is the first thing your visitors see when on your business page. It should express what your page is about and should be visually stimulating. By Facebook regulations, cover images may not:

- ✓ Contain promotions, coupons or advertisements.
- ✓ Be primarily text based or infringe on anyone else's copyright.

- Click the Add a Cover button to the right of your profile picture. When prompted, you'll choose **Upload Photo**. Find your photo to upload and click **Open**. You'll have the ability to drag your photo to reposition within the space. Click **Save**.

Page Settings

General (this is where you will manage permissions for your page):

Click Settings in the upper right corner. Under **Settings** > **General**, you can adjust your settings to how you want your account to function. Relevant settings in this area are listed below:

Page Visibility	Keep this unpublished until your profile is approved and account is synced with the Social Media Supervision Tool.
Messages	Uncheck the box that reads *Allow people to contact my Page privately by showing the Message* button. Click **Save Changes.** *You are not permitted to communicate with others through your business page messaging system since it is not archived like your registered email.*
Tagging Ability	Tagging is permitted as long as written permission is obtained to post and tag. Photos may be uploaded on a post-review basis, provided they meet the requirements in the Social Media User Guide.
Country Restrictions	You are required to show your Facebook page solely in the United States.
Age Restrictions	By default, the age restriction is set at 13 years and over. If you'd like to update that, you can change your age restrictions in the dropdown.
Page Moderation	You do not have to enter anything in this box unless you want to block posts with certain words on your business page. By including blacklisted keywords in this box, any posts or comments on your page that use those words will be marked as spam.
Profanity Filter	You do not have to select anything from this drop down, or you can choose what level of blocking you would like Facebook to perform for the most commonly reported words and phrases marked as offensive by a broader community.
Similar Page Suggestions	Choose whether you'd like your page to be suggested to others when they like similar Pages. By default, your Page is set up for this.
Remove Pages	This is where you would permanently delete your Page.

Congratulations! Your profile is now set up. In Section 6, we will cover the next steps you can take to build a following.

SECTION 6: Grow Your Following

Build Your Network

Email your clients, prospects, centers of influence and other business contacts asking them to visit your Facebook business page. Utilize the pre-approved **Follow Me Email/Letter** that is available on the Social Media Supervision page within SmartWorks under **Making Connections**, or in Connect2Client's Email & Greeting Card Tool.

Finding and Connecting with Groups

Groups are great places to take part in discussion, as well as to observe and learn from others. In these groups, you can network and build relationships with specialized groups of individuals, share your knowledge and expertise and gain exposure to individuals you might otherwise not have been able to meet. Please note that you are permitted to join and interact in groups on Facebook. However, Social Media Supervision does not support submissions for pre-approval to the group sites at this time. Any group discussions you start in Facebook will need to be submitted to Advertising Review for approval using the Form 15/Advertising Review Submittal Form. Any comments you make to your group post or another's group post will be captured in the supervision tool and be reviewed after it has been posted.

Using Social Media Supervision Tool

Utilize the Social Media Supervision Tool to access pre-approved social media posts and content that you can publish directly from the tool. You can subscribe for automatic postings based on categories of content or browse through at your leisure to leverage these posts in your social media strategy.

Follow Policies and Procedures

Please be aware that you are required to adhere to your Broker-Dealer's policies and procedures when engaging in social media. Refer to your Firm's Social Media Policies and Procedures and the *Social Media User Guide* available on SmartWorks under Compliance > Supervisory and Compliance Manuals.

Don't hesitate to reach out to the Advisor Marketing team with any questions on your social media account or profile setup, how to use the Social Media Supervision Tool or to discuss your social media strategy or content ideas. We're happy to help!

marketing@cetera.com
(888) 762-3777

Follow us on social media for content ideas, best practices, compliance tips, sample posts, training opportunities and more!

Cetera Advisor Marketing Team
@CFGMarketing
Cetera Advisor Marketing Team
Connect2Clients Group