

# GETTING STARTED ON THE NEW JOSTENS SOCIAL

Getting started with the new Platform is simple and quick!

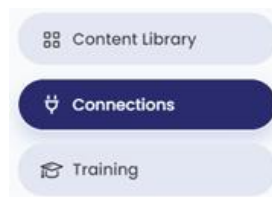
## SECTION 1

### CONNECTING YOUR SOCIALS TO JOSTENS SOCIAL

The key to utilizing the tools and content in Jostens Social is connecting your social accounts!

**Note:** if your socials were already connected, simply go to Connections, and click on 'Reconnect.'

1. To get started, click on Connections.



**Note:** Under Connections, you have the option to connect to various social networks.

#### 2. For Facebook:

- a. Click **CONNECT** Next to Facebook.
- b. You will be brought to a Facebook Pop out; click **OK** under the "You are now linked" Prompt.
- c. Under "What is Jostens Social allowed to do?" Select **YES** next to all prompts. Then, click Done.
- d. Select "What pages do you want to use with Jostens Social." Check the box next to the Facebook Business Page you want to connect to. Then, click **Next**.

#### 3. For Instagram

- a. Instagram only allows scheduling and posting with a Professional Business Account. To switch your Instagram personal account, go to your Profile > three horizontal lines in the top right > Settings > Account > Switch Account Type > Go through the prompts, and make sure you select a Business instead of a Creator.
- b. Now that you have your Instagram account set up as a Professional Business Account, Facebook requires you to connect your Instagram to a Facebook Business Page. To do this, head to your FB Business Page > Click Settings on the far left > Instagram > Click Connect to Instagram > follow the instructions.
- c. Head back to Jostens Social and click on Connections. Next to Instagram, hit Connect Now, click Connect Now again, and click "Continue as (your Facebook Personal Profile)" in blue on the Facebook pop-out.
- d. You are now ready to connect your Instagram Professional Business account, which will pop up when you hit 'Connect New Instagram Page.'

#### 4. For Pinterest and Twitter.

- a. Verify on your device that your latest log-in is the correct Pinterest or Twitter account. Jostens Social automatically connects to the latest account you signed into.
- b. Go back to **Jostens Social**, click **Connections**, scroll down, and your Pinterest or Twitter account will automatically connect when you hit '**Connect Now**.'

**Note:** If you have difficulties connecting any of your socials, please write us with the blue Support button!  
We are here to help you at any time during the week.



## SECTION 2

### UTILIZING THE JOSTENS SOCIAL APP

Learn all about the Mobile App and how to use it to connect to new social media apps!

1. To download the Mobile App, please go to Jostens Social and click on the header with a **download** link.
- Note:** If you do not see the header in Jostens Social, you can search the App Store (for iPhone) or Google Play (for Android) for the 'Multibrain' app. Be sure to download the 'Multibrain' app, not the Multibrain Companion or the Multibrain Creator app.
2. After you download and open the app, enter the same email address that you use for Jostens Social. You will be prompted to add a 6-digit code.
  3. If you already received your 6-digit login code, use it to log in to the app now. If not, tap the **'Send Code'** button.

4. After entering the code, your mobile experience is **ready!**

5. With the Jostens Social Mobile App, you have a few new social media accounts to connect with! This includes TikTok, Snapchat, WhatsApp, and more.

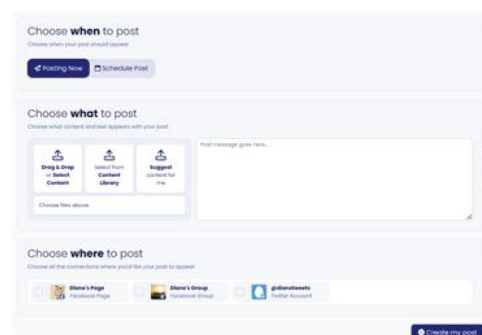
**Note:** These apps have a policy that does not allow direct posting and scheduling from a third-party app. So, when you schedule content to TikTok, for example, you will receive a mobile notification at the selected time alerting you that the post is ready. Click the notification, and follow the prompts to quickly share your scheduled post on TikTok.

## SECTION 3

### GETTING CREATIVE & POSTING

Now, discover the Jostens branded content and the tools to use it.

1. Once connected, you can start scheduling your content directly from the Content Library. Click on CONTENT LIBRARY from your home page.
2. Scroll through, and when you click on a category, various subcategory options open up.
3. In the subcategory, click Filter, and you have the option to filter by images, videos, and more.
4. Once you've found the content to use, click ADD TO POST, select POST NOW or SCHEDULE for later, add your copy, hashtags, or website, and select your social network!



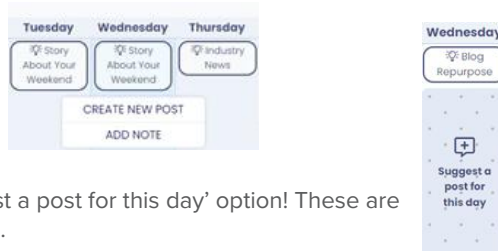
**Note:** All of the content in the Content Library has been approved by Jostens Corporate.

## ADDITIONAL TOOLS

Let us show you how to track your social media posting and learn more about using social media platforms.

1. Visit the CALENDAR, available to you from the left-hand bar, to see the content and notes you have scheduled.

2. Click on a future day to add a post or a note.



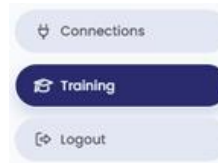
3. If you look at today's date, you'll see a 'suggest a post for this day' option! These are suggested posts from Jostens corporate team.

**Note:** The tips at the top are there to help inspire your social media strategizing.

4. Another tool you can use is the Creator option. This has various branded elements for personalizing videos and images. This is accessible by clicking on the edit button next to any piece of content in the Post Maker



5. Check out the TRAINING section and browse through the collections to find details on how to use the above tools and more!



6. For step-by-step directions on how to use social media platforms, such as Facebook and Instagram, check out the Quick Fixes!

