

# How to get started on Social Media for Equitable Advisors FPs

## Step 1: Enroll in the Social Media for Financial Professionals Track in EAVU:

Equitable.com > Launch EAVU > Credentialing > Social Media for Financial Professionals > Enroll

**Enrolling in the Social Media track is required.** Enrolling auto-assigns the required courses to your My Learning section of EAVU and places you on the automated report to Proofpoint Patrol.

## Step 2: Complete the 4 Mandatory Social Media Courses

FPs who successfully complete this Social Media track will be added to Proofpoint Patrol within 48 hours and notified their access has been granted.

## Step 3: Set up your Social Media Accounts

New Users: Please refer to the following quick reference cards (QRC) for help with creating and connecting your accounts:

- [LinkedIn](#) and [Facebook](#) Profile Guide QRCs on how to properly set up your social media accounts
- Connect [LinkedIn](#) and [Facebook](#) QRCs

Completion of this track is **required** for an FP to enroll in the Equitable Advisors Social Media Program. Financial Professionals utilizing Social Media (Facebook Business Pages and/or LinkedIn) for business purposes **must connect** their social accounts through Equitable Advisors Marketing Suite and Proofpoint Patrol.