GETTING STARTED

Twitter

1 Set Up Your Profile

Profile Photo:
400x400px
100KB max
JPG, GIF, PNG

Header Photo: 1500x500px
Max 10MB (recommended file size)
File Type: JPG, GIF, PNG

Bio:
160 Characters

Location helps
with local
searches

Website:
A must!

✓ Choose a professional name and handle, remember people will need to type in @yourname to mention you and it may mean they don't remember or use you!

✓ The Profile photo is what goes next to your tweet in other peoples feeds, a good logo can make you stand out and make you noticed!

✓ Your Header photo can either be a solid colour or picture, but it needs to co-ordinate with your branding, this is your opportunity to reinforce what you do and could be part of your virtual shop window.

You can change the main background, just make sure it looks professional !

The Bio is searchable and needs to contain key words, but its also going to be read by people when they decide (or not) to connect with you, you only have 160 characters and twitter doesnt let you put a phone number on display elsewhere so if want people to call you?

We've said people might want to call you, your website is important too, another way of getting a quality link!

2 Follow People & Listen

✓ Start finding people you are interested in or have met - use the search bar or who to follow

✓ Comment on and retweet what you find interesting

✓ Follow people who people you follow, follow.

✓ People are more likely to follow you if you follow them

3 Start tweeting

✓ Use your 140 characters to tweet interesting and engaging information to your target audience

✓ Mention people you want to engage with (use their handle in your tweet @theirname

✓ Use Hashtags (#) but remember your engagement can drop by 17% by using 2 or more BUT tweets with #'s get twice as much engagement as those that don't

✓ DON'T link to Facebook!

✓ Use pictures/images - your tweet is 3x more likely to be retweeted

✓ Images don't just come in the form of photos, they can be graphs, comics, photos, drawings, whatever is interesting to other people

✓ Video's are great too, they apparently get 28% more engagement

4 CHANGE BACKGROUND

✓ Click on Background in the left panel

✓ Change the colour to a light grey and click Apply Background

5 PUBLISH AND SHARE

✓ Click on Share on the upper right menu bar

✓ Click on one of the social media icons to share using that platform

✓ You can share the URL directly by clicking on Publish

✓ You can also publish on the Community Page

Get Set...

Tweet!