



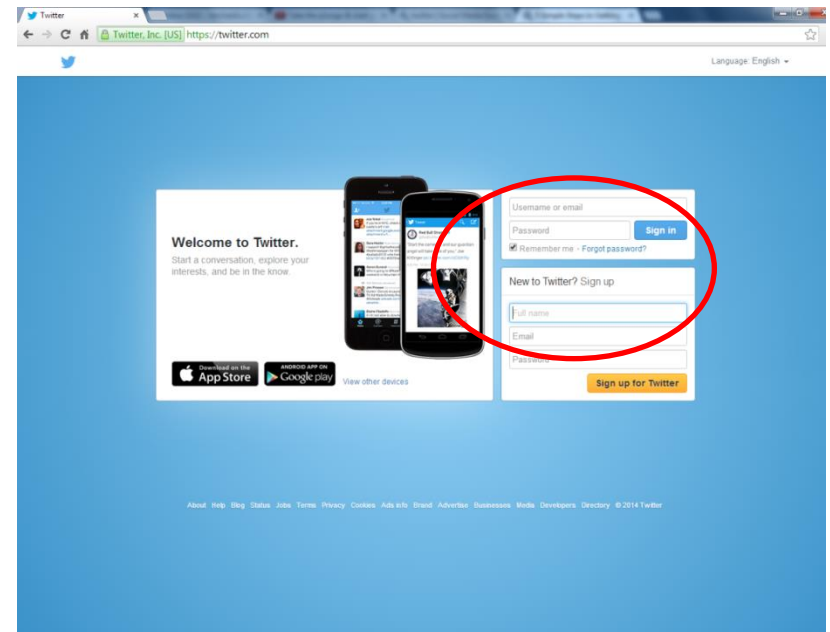
How to guide for





Create a profile

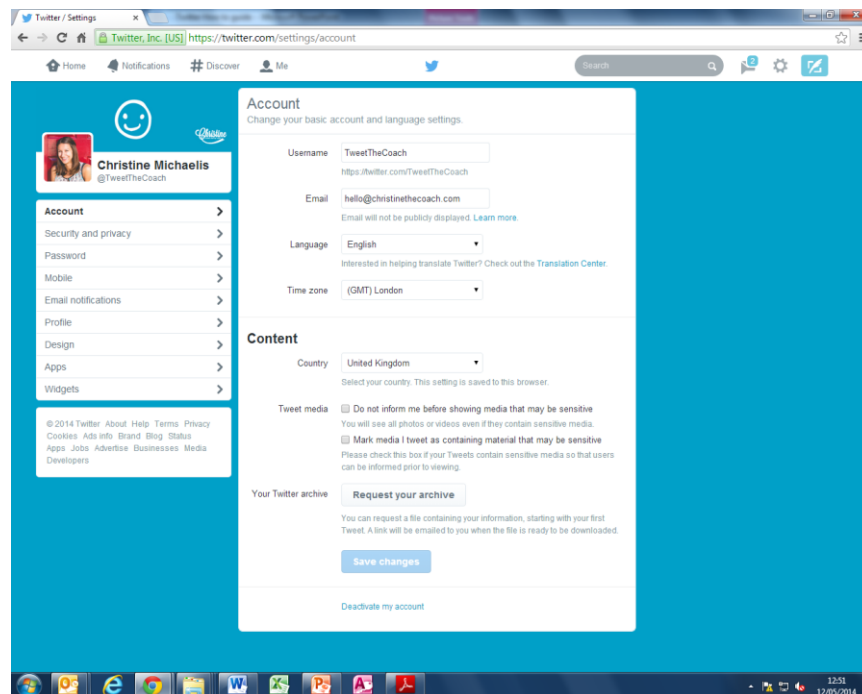
- Go to www.twitter.com
- Fill in the information below
- Click “Sign up for Twitter”





Settings/Account

- Choose a memorable username (limited characters)
- Set your email address
- Choose your language and time zone





Settings

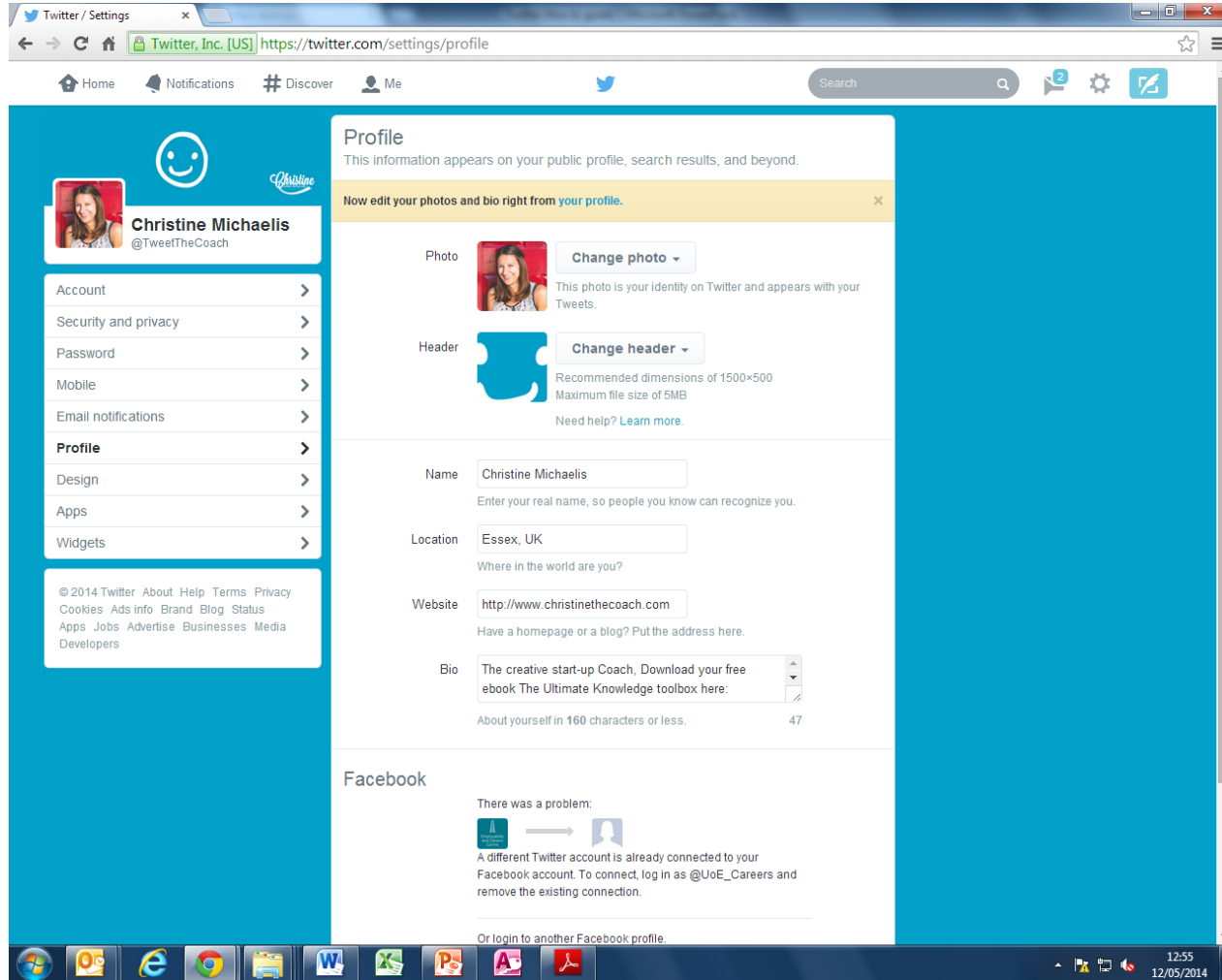
- Set your security and privacy settings
- In the settings section you can also set
 - Passwords
 - Email notifications
 - And other things



Settings/Profile information

- In Settings/Profile you can:
 - Upload a professional photo
 - Upload a header image
 - Fill in all the other information about you
 - Add your website
 - Add a short bio – be very selective what you put in here, there is only limited characters available. Think about what people should know about you, include a call to action

Settings/Profile information



The screenshot shows the Twitter 'Settings/Profile' page for Christine Michaelis (@TweeTheCoach). The page is divided into a left sidebar with navigation links and a main content area for profile information.

Left Sidebar:

- Account >
- Security and privacy >
- Password >
- Mobile >
- Email notifications >
- Profile >**
- Design >
- Apps >
- Widgets >

Footer Links: © 2014 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Advertise Businesses Media Developers

Main Content Area - Profile:

Profile
This information appears on your public profile, search results, and beyond.

Now edit your photos and bio right from your profile.

Photo: Christine Michaelis. [Change photo](#). This photo is your identity on Twitter and appears with your Tweets.

Header: [Change header](#). Recommended dimensions of 1500x500. Maximum file size of 5MB. [Need help? Learn more.](#)

Name: Christine Michaelis. Enter your real name, so people you know can recognize you.

Location: Essex, UK. Where in the world are you?

Website: <http://www.christinethecoach.com>. Have a homepage or a blog? Put the address here.

Bio: The creative start-up Coach, Download your free ebook The Ultimate Knowledge toolbox here: [truncated]. About yourself in 160 characters or less. 47

Facebook: There was a problem: A different Twitter account is already connected to your Facebook account. To connect, log in as @UoE_Careers and remove the existing connection. Or login to another Facebook profile.

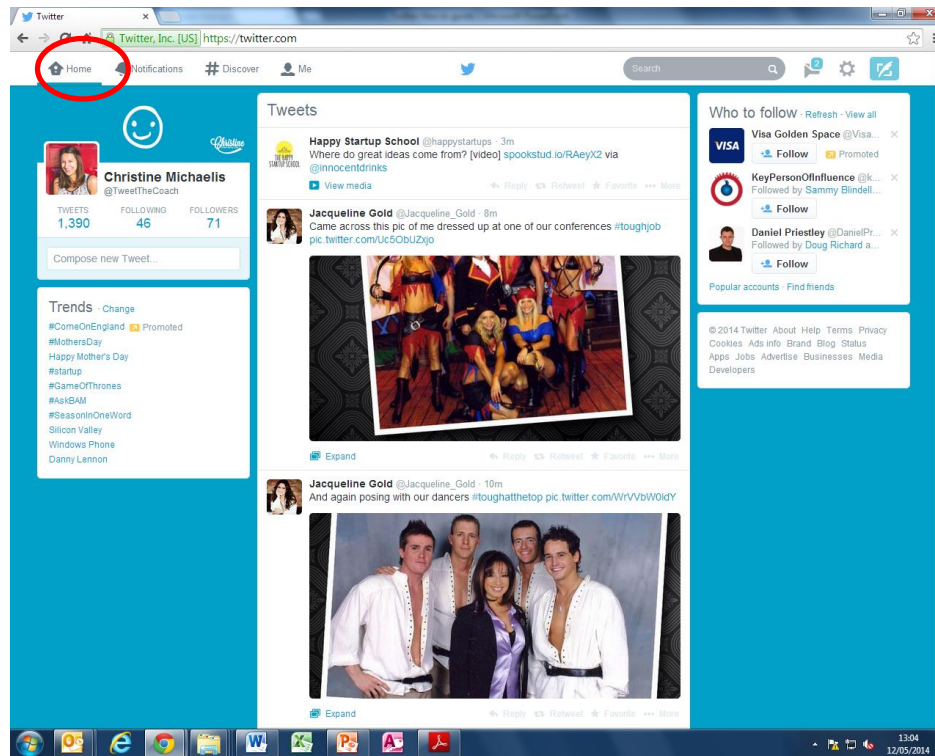


Settings/Design and Apps

- In the design section you can change your design, change the profile according to your company colours, add a logo etc.
- In the Apps section you can connect your Twitter account to other social media accounts

Home

- In this section you will see all tweets of the people and organisations you follow



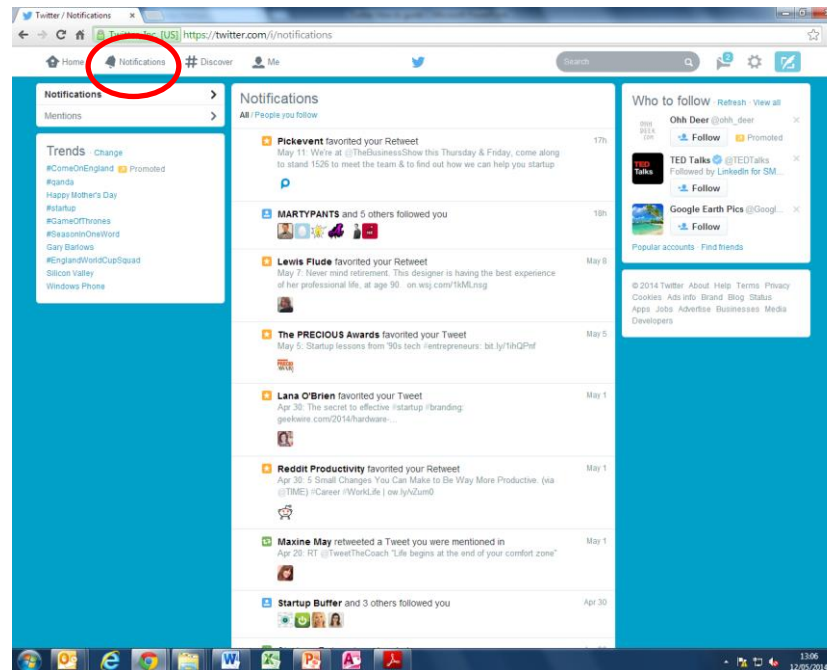


Whom to follow

- Follow people that
 - Provide valuable information that will help you and/or your business
 - Provide information that will be helpful for your target audience and that you will re-tweet

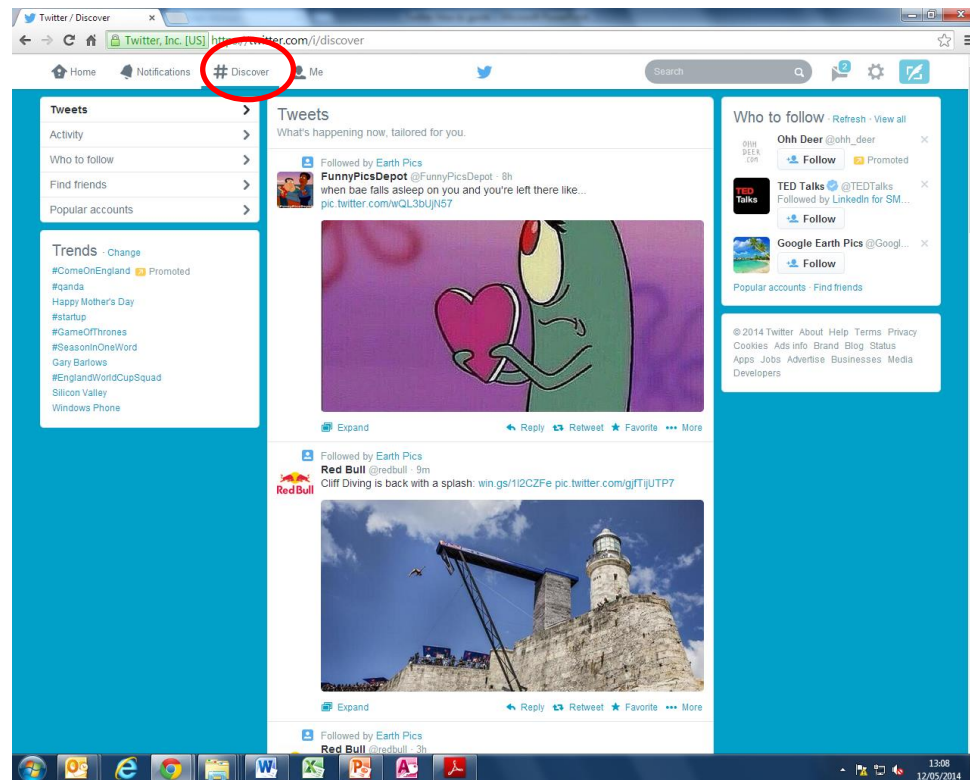
Notifications

- The notification centre shows you if someone re-tweeted your tweet or favorite one of your tweets
- Engage with them: Thanks them for re-tweeting



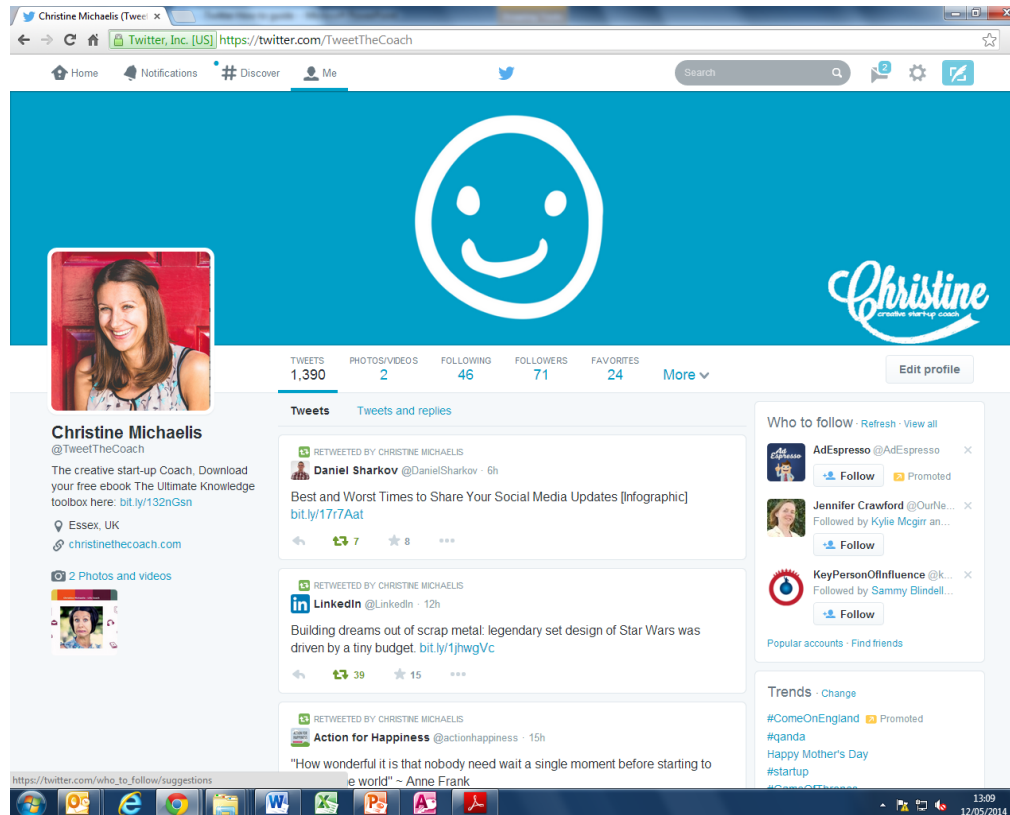
Discover

- The discover section gives you some ideas whom you could follow



Me

- The Me section shows you how other people see your profile and your tweets





Other navigation

- On the right hand side you have:
 - A search field to find tweets, users etc.
 - Messages: To show you if you have any messages
 - Settings
 - And the tweet button



Tweet

- You can tweet 140 characters, so be precise
- Use hashtags when tweeting
- Tweet & re-tweet informative and valuable stuff for your target audience (figure out what they want to hear)
- Use Bitly to shorten your links
- Leave enough characters for other people to re-tweet
- You can tweet promotions or special offers but focus should be on providing content rather than promoting yourself