Essex Startups

ESSEX STARTUPS

How to guide for
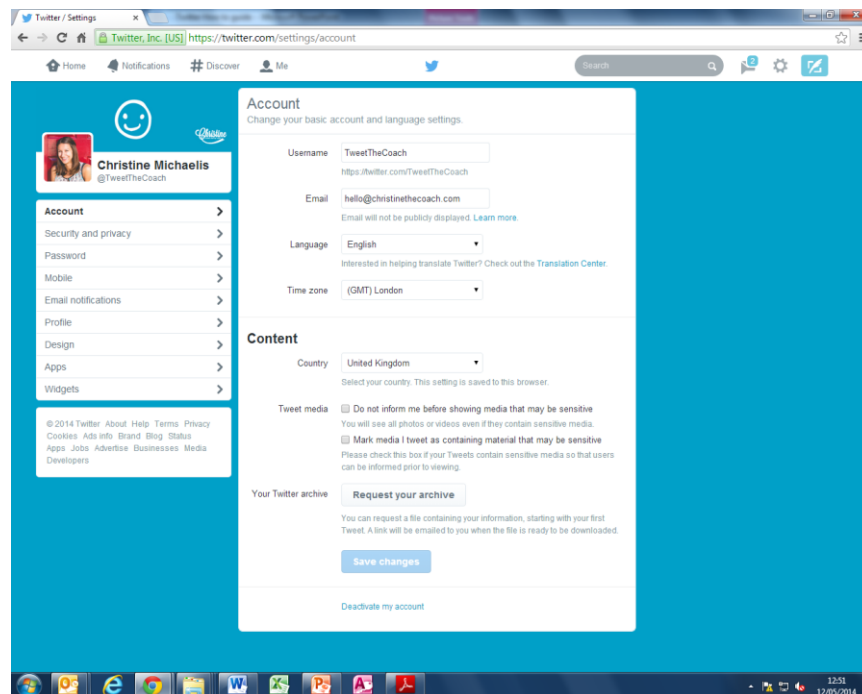
twitter

Create a profile

- Go to www.twitter.com

- Fill in the information below

- Click "Sign up for Twitter"
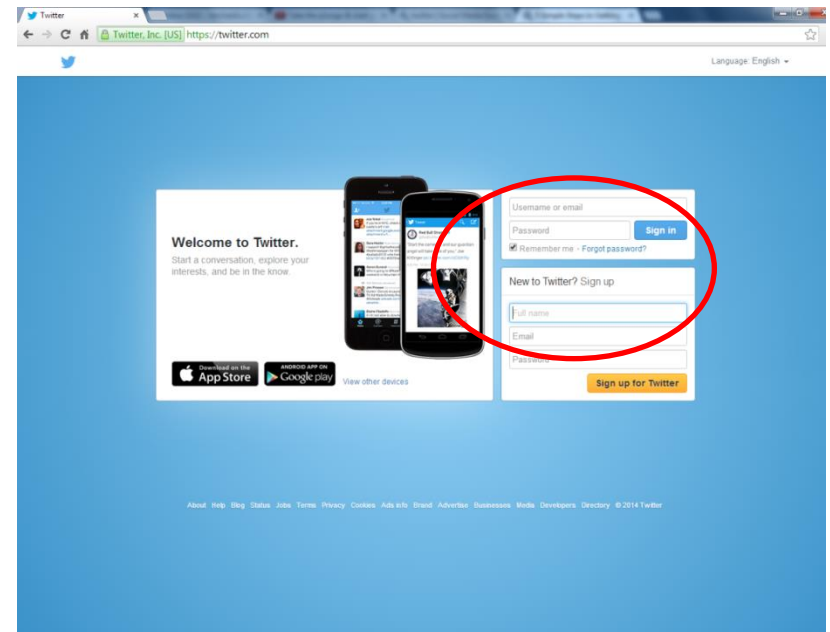
Settings/Account

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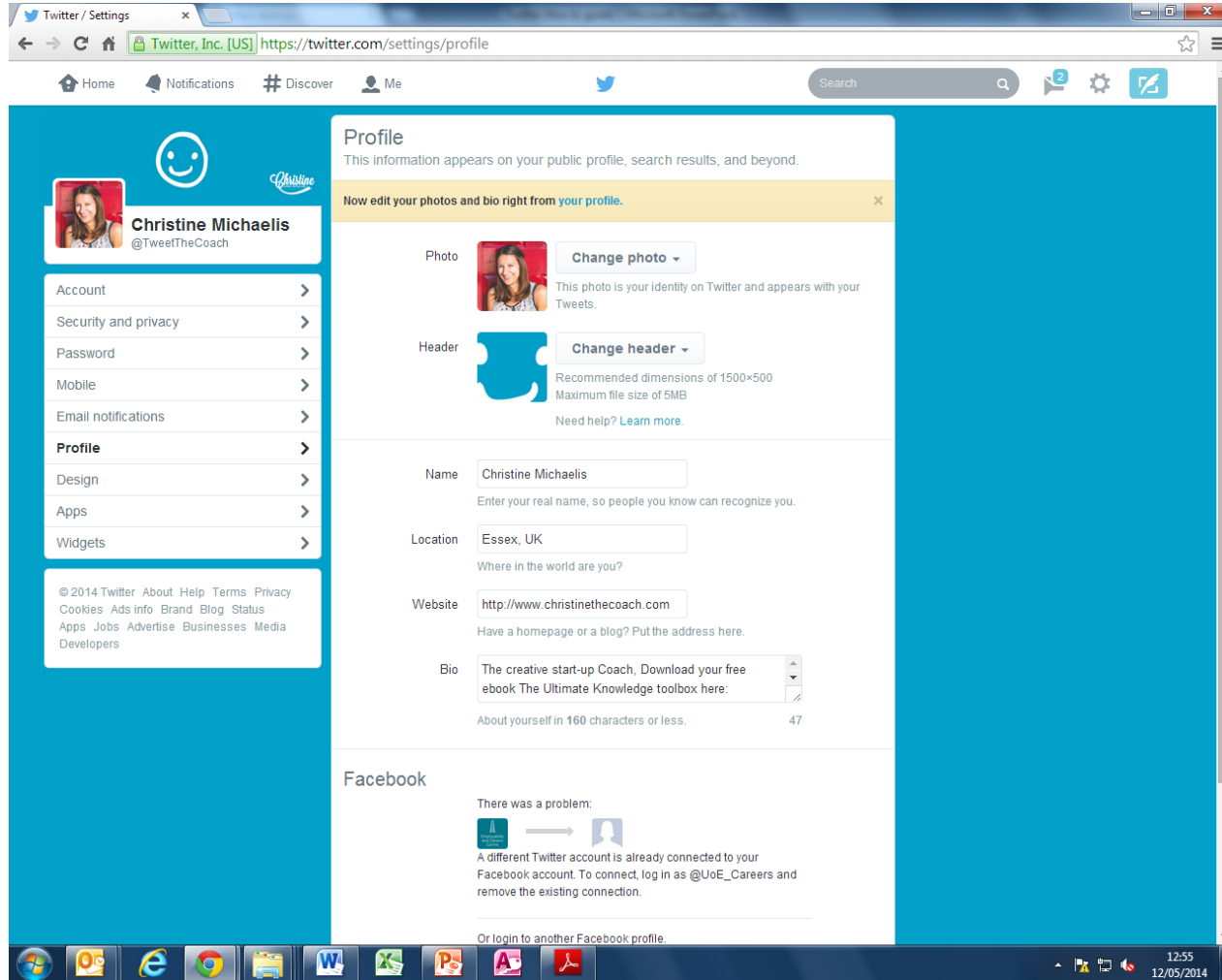- Choose your language and time zone

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

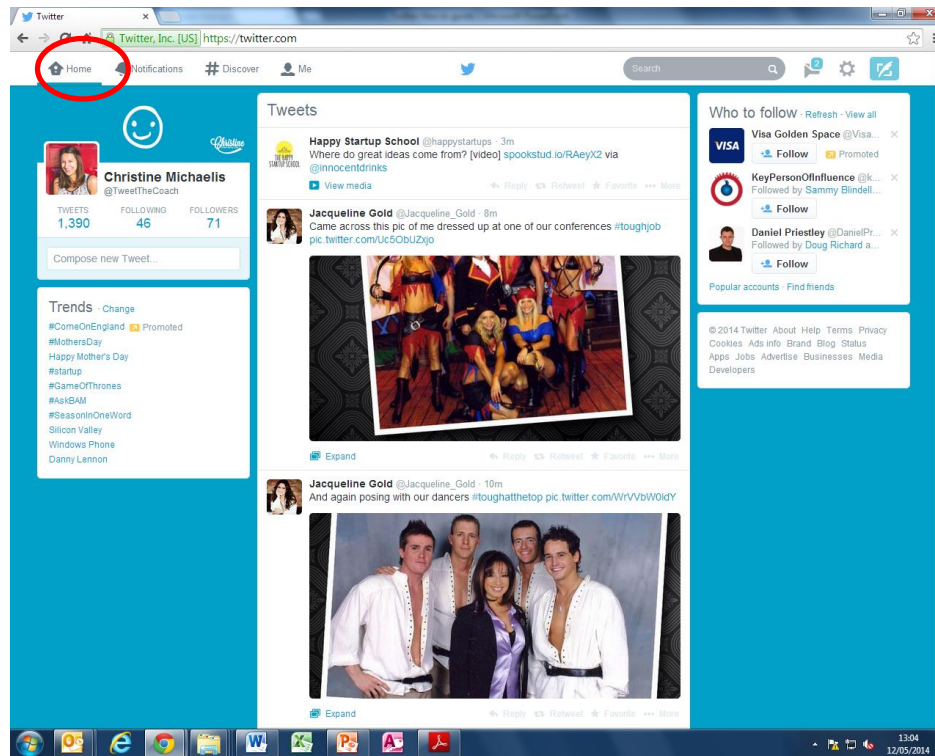# Settings/Profile information

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
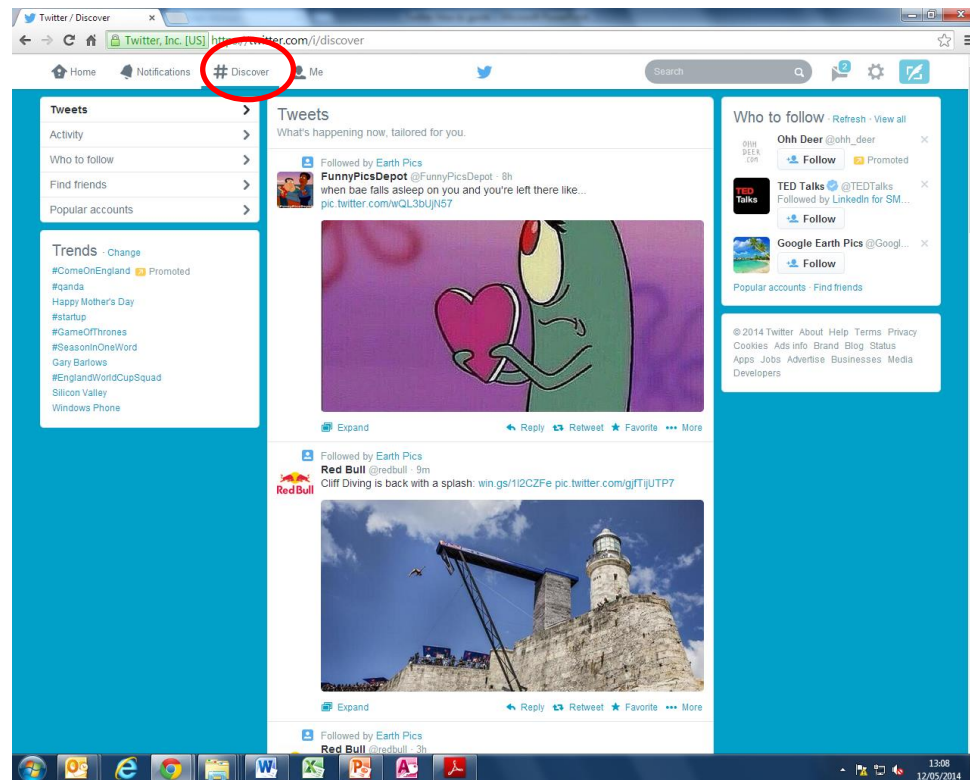
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Notifications

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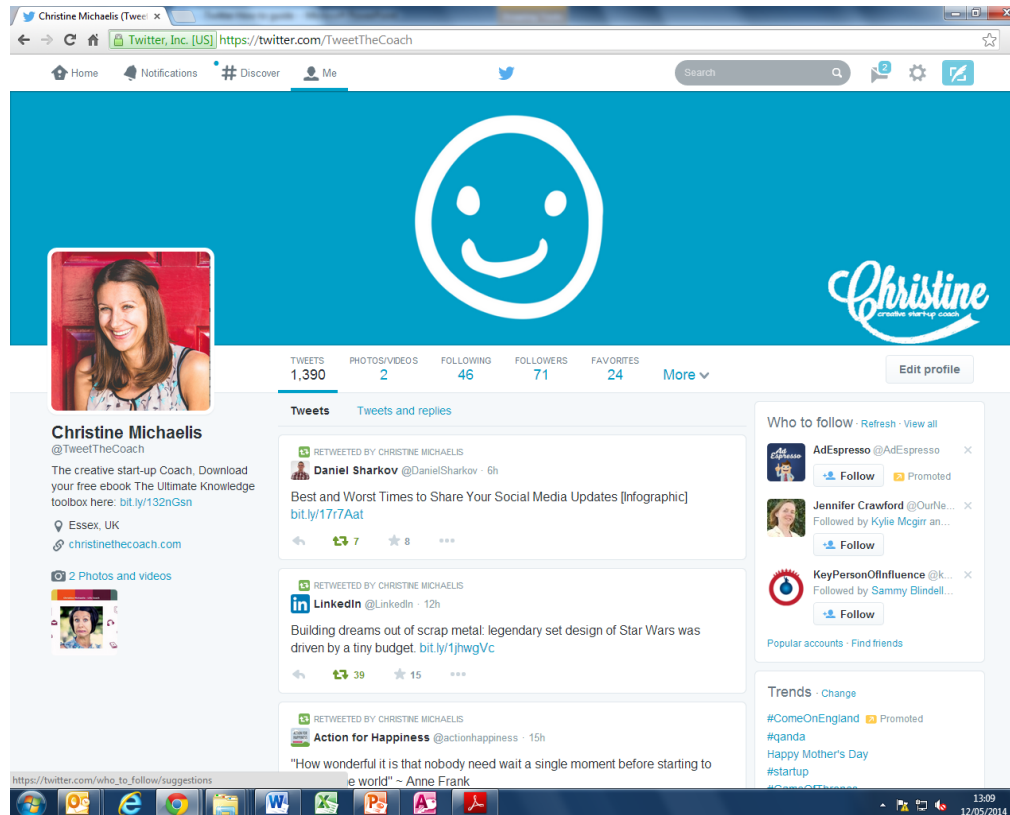- Engage with them: Thanks them for re-tweeting

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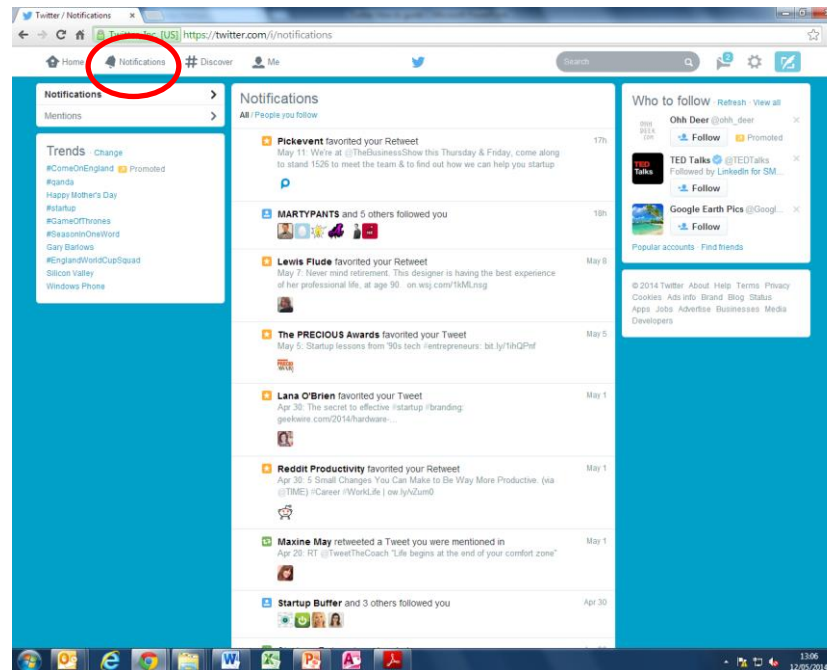
Discover

- 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