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