Creating your Twitter profile

Before you launch yourself into Twitter, you must first abide by stage one to social media success and build your platform (see page 153). Twitter is the easiest of platforms to create a profile for, as the information you need to provide is very limited.

To create your Twitter profile:

1 Visit **www.twitter.com** and complete the online prompts.

2 When registering your account you do not need to "follow" all the people as prompted; simply click on the X on each suggested person if you would rather not follow at this point.

3 During the online registration process always check your location, as the default can be a random location. This is found in the Edit profile area.

4 Do not protect your tweets as this limits your visibility.

5 You will be sent an email to verify the account – make sure you click on the link to confirm your Twitter account.

You can change your username at any time.

The 10 key elements of how to build your Twitter account, and the tools and techniques that can help enhance your Twitter presence, are illustrated in the following pages. As you go along, tick the boxes in the checklist at the end of the chapter and see what your score is.

Branding your Twitter account

You don't have to be a big brand like Pepsi or Virgin Media to brand your Twitter account, so take a look at the two main areas in which you can brand your Twitter account.

The avatar (profile picture)

The principles for branding your avatar are simple. Depending on the type of business you're in, either use a photo of yourself or a company logo. If you decide to add a company logo, then ensure that it fits correctly and it is not too "busy". This is the part of your brand that will communicate with other Twitter users throughout the day.
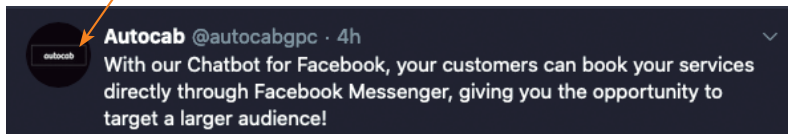

Twitter avatar/profile picture

Your avatar needs to work in the newsfeed as well

Square logos or head and shoulder photos work much better than rectangular logos.

Your Twitter profile picture size should be at least 400 x 400 pixels, and maximum 2MB. The file format should be JPG, PNG or GIF. Bear these sizes in mind when creating a Twitter avatar.

Does your avatar work? If you have a logo that is very long, it is very difficult to incorporate it into a profile picture. Look at creating a revised version of your logo, be it a symbol or even initials that work for Twitter.
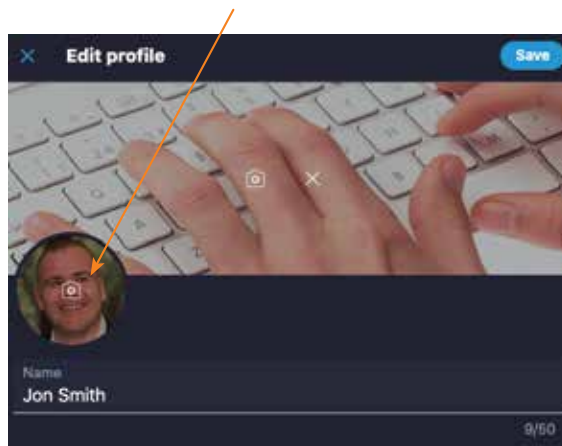
...cont'd

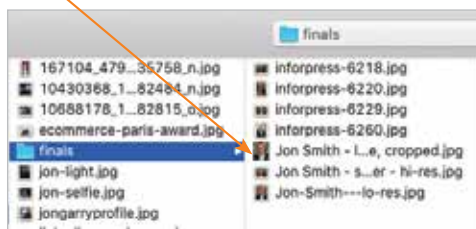## To change your Twitter profile picture

1 Click on **Edit profile**

2 Click on the camera icon to change your profile image

3 Select a new profile picture and upload the photo

The Twitter header

The Twitter header is an exceptionally important feature, as this is one of the main branding elements that appear on smartphone applications.
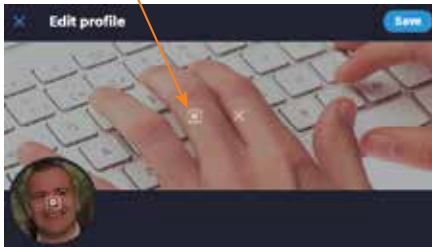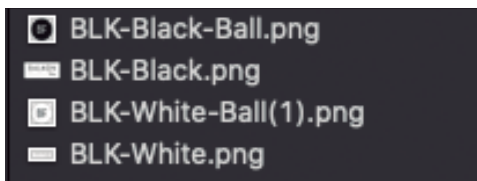

Header

Header Image: Twitter recommends dimensions of 1,500 pixels in width x 500 pixels in height

To change your Twitter header:

1 Click on **Edit profile**

2 Click the camera icon to change your header image

3 Select your image from your computer and then upload the photo

Your Twitter header can be an aspirational image, your logo, an image of staff, your offices, or a product or service promotion.

What does your Twitter account say about you? Does your avatar work well? Is your header branded and consistent with all other platforms online? If "yes", then congratulations! You are awarded a point in the checklist at the end of this chapter.