

jellyfish

BUSINESS GUIDE

Set up Your Twitter Social Profile

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Introduction

Summary

Set up your Twitter social profile.

Problem

A lot of business can be generated from having an active Twitter account. Your efforts on Twitter can also help your SEO efforts for your website. Businesses who ignore Twitter are likely to miss out on a lot of local opportunities.

Solution

This guide will show you how to set up a Twitter correctly and how to optimise your listing to boost your SEO efforts.



Twitter is a very popular social media platform, and is an excellent way to search for local services or products.

Posts on Twitter are called 'tweets' and tweeting a quick update about your business is a great way to find new customers and to keep existing customers informed about any new developments. Tweeting is also great for sharing your latest blog posts, as they will get picked up quicker by search engines.

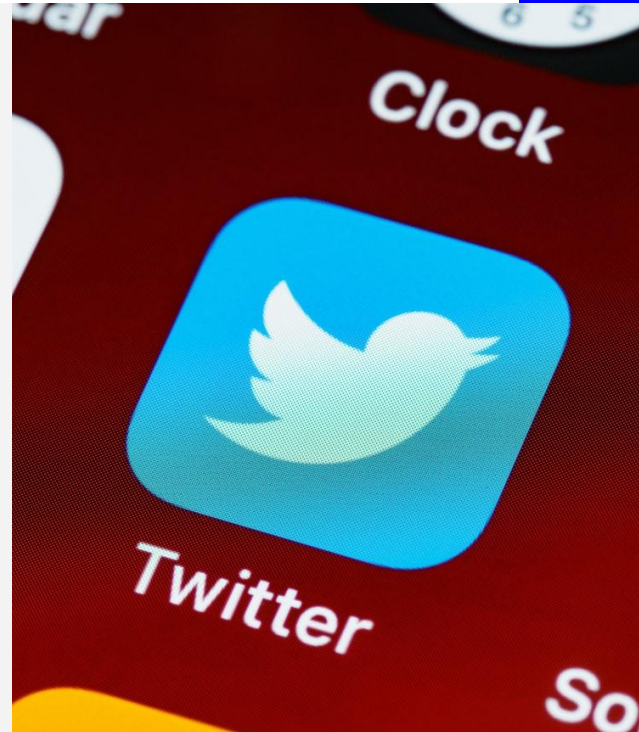
You can use Twitter to:

- Develop and promote your brand.
- Interact with your customer base.
- Track what people are saying about your company and brand.
- Create buzz around upcoming events.
- Help individual employees act as liaisons to the public.
- Promote other content you've created, including webinars, blog posts or podcasts.
- Develop direct relationships with bloggers and journalists for potential PR placement.

Follow the next steps to set up your Twitter account.

Sign Up - create your Twitter business account

- Step 1.** Go to <http://twitter.com> and find the sign up prompt, or go directly to <https://twitter.com/i/flow/signup>.
- Step 2.** Enter your full name, phone number and date of birth.
- Step 4.** On the next page, you can select a username (usernames are unique identifiers on Twitter).
- Step 5.** Type your chosen username.
- Step 6.** Double-check your name, email address, password, and username.
- Step 7.** Click 'create my account'. You may be asked to complete a Captcha.
- Step 8.** Twitter will send a confirmation email to the email address you entered. Click the link in the email to confirm your email address and account.



Your username

1. Your username is the name your followers use when sending replies, mentions, and direct messages.
2. It will also form the address (URL) of your Twitter profile page. Twitter provides a few available suggestions when you sign up, but choose your own (your brand name).
3. **Please note:** You can change your username in your account settings at any time, as long as the new username is not already in use.
4. Usernames must be fewer than 15 characters in length and cannot contain "admin" or "Twitter", in order to avoid brand confusion.

After signing up, follow a handful of other user accounts to create a customised stream of information on your home timeline. Following means you'll see that user's tweets on your Twitter home timeline. You can unfollow anyone at any time.



Your profile

You can personalise your Twitter profile to represent your business, by changing your profile picture and header image, name, location and bio.

Step 1. Profile Picture – Your profile needs to be an image that your followers and customers recognise as part of your brand. Use your logo, or the most recognisable thing about your company, perhaps a professional photograph of your biggest-selling product. Photos should measure 400x400 pixels, and high resolution images work best.

QUICK TIP: It's okay to change your profile photo from time-to-time, but avoid doing this too frequently. People will begin to associate your image with your business, if you change it too often you risk losing your message in a stream of tweets.

Step 2. Header Photo – Much like Facebook's cover photo, you can upload a header photo to sit above your Twitter timeline. You can change your header photo at any time for an instant profile update, and you can do this via Twitter.com, or the official iPhone, iPad or Android Twitter apps.

Header photo images should measure 1500 pixels wide by 500 pixels high for optimal viewing across all devices, with a maximum image size of 5MB in JPG, PNG and non-animated GIF formats.

Your header photo is often the first thing visitors to your profile will see, therefore it's your opportunity to make a good first impression. Well designed and cropped images tend to work best, but as long as your images are relevant and look professional you're off to good start.

QUICK TIP: There are many stock photo sites online, some requiring payment and some with royalty free access under Creative Commons, for example, <https://photodune.net/>. Spend some time finding the right high-quality images for your brand and aim to personalise them. Online design tools like www.canva.com are a great resource to make branded visual content for your website and social media profiles, plus it's free to register and very user-friendly.

Step 3. Name – This is your real name, not your username. Don't be tempted to use a nickname, just use your brand name.

Step 4. Location – Enter your main office details here. If you're a small business, be more specific.

Step 5. Bio – Here you'll find 160 characters to describe your business. Although most people don't read Twitter bios, your potential customers will.

Your Twitter bio should:

- Be kept up to date.
- Get to the point.
- Avoid using in-jokes or humour in poor taste.
- Be clear and concise.
- Be free of spelling, grammar, and punctuation errors.

You can amend the next section.

A descriptive bio will mean that your business is easier to find through Twitter Search and, perhaps more importantly, Google and other major search engines. Think of your bio like a meta description and structure it accordingly, this is after all how it appears in the search engine results pages (SERPs).

All Twitter accounts appear in SERPs using a default template, starting with the phrase:

"The latest from Twitter Name (@TwitterUsername)"

You can amend the next section.

QUICK TIP: The URL and location are separate inputs in the settings.

QUICK TIP: Never use a condensed URL for the website URL.

Connect with your audience

Twitter is a great platform to engage and communicate with your customers. On a one to one basis or to broadcast to a wider audience. Use this platform to update your customers, gather feedback and have fun.

Tweeting

When creating tweets, always look to include a headline and a #hashtag, if relevant. Never begin a tweet with a hashtag as it can look like spam.

Replying

You can respond to any tweets you receive on your timeline by hitting the reply button. When you reply, your response is public, and will show up in your home timeline and the timeline of the person to whom you are responding.

The reply will also be visible in the home timelines of people who follow both you and the person to whom you sent the reply.

Individuals who don't follow both accounts, won't be able to see both sides of the conversation.

To make the conversation visible to everyone, when hitting Reply, edit the tweet by placing a "." before the @username.



Summary

Twitter is an effective tool for your business if used correctly. You can bring your brand closer to your audience, generate traffic to your website, find potential customers, cultivate relationships with advocates, increase brand awareness and much more.

