# TWITTER PROFILE CREATION BLUEPRINT

# INTRODUCTION

Twitter's profile setup may seem about as limiting as their 140-character Tweet limit, but you can still include a lot of information that can be used for people to find you.

I've put together this blueprint to provide you with a simple checklist you can go through any time you may need to set up a new Twitter profile.

*Sharon Hayes*
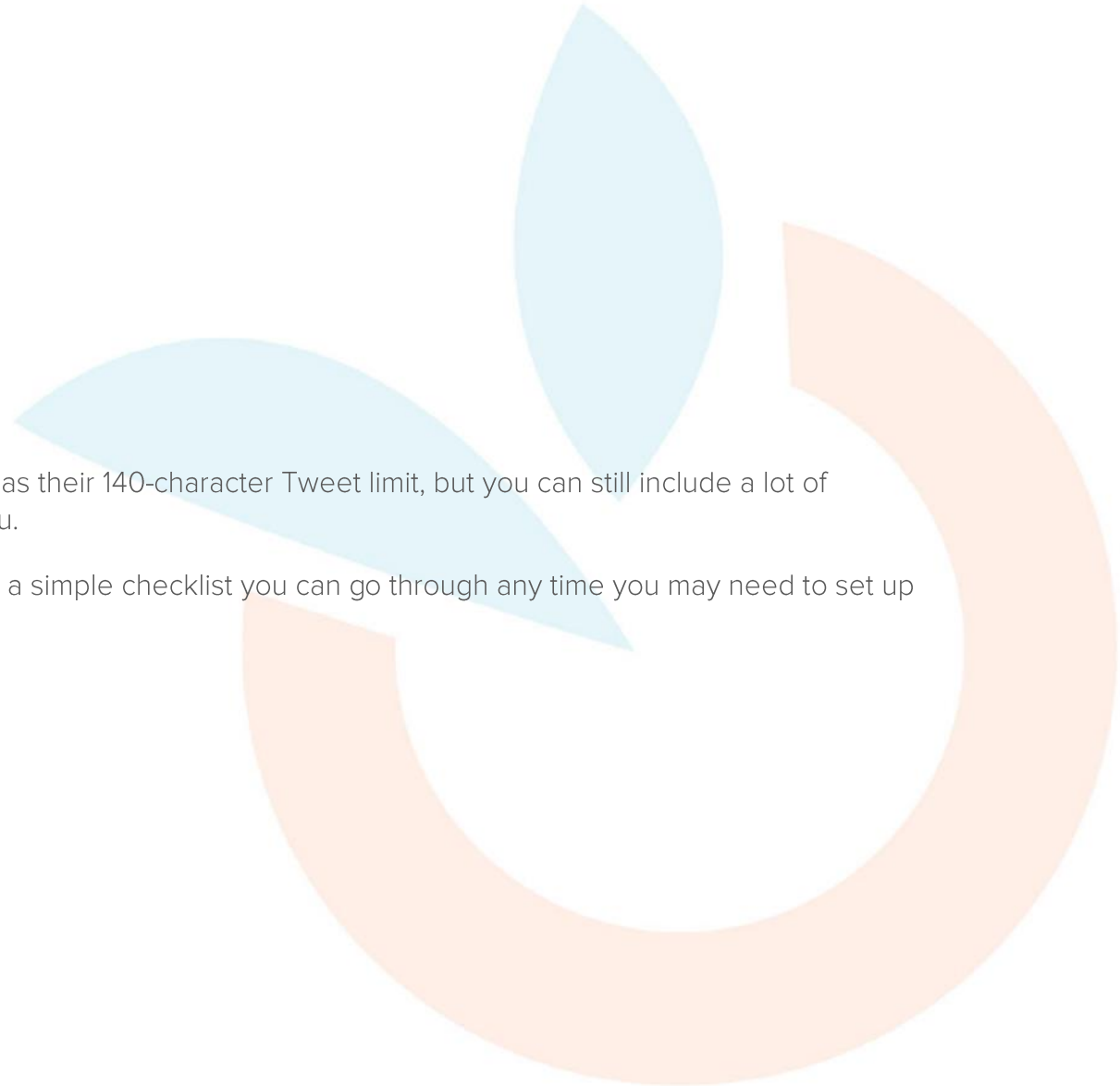
# PHASE 1: PREP WORK

| ACTION | WHO? | SET-UP? |
|---|---|---|
| Get cover image created (show the outcome you deliver, both in picture & with words added) | | |
| Avatar created (photo of you if a personal brand, or a square image including business logo) | | |
| Decide on most important info to include (very limited space to work with, choose wisely!) | | |

# PHASE 2: PROFILE SETUP

| ACTION | WHO? | SET-UP? |
|---|---|---|
| Enter @username: Limited to 15 characters, ideally should match your business or personal name, but if those are taken, add something short and memorable to the end | | |
| Enter your name: Should be your company name or full name, limited to 20 characters | | |
| Enter phone number or email address to tie to the account | | |
| Add your bio: You have a whopping 160 characters to work with - add a brief line explaining what result you deliver and add additional keywords after if you have room | | |
| Add location (choose primary location if your business has multiple locations) | | |
| Add your website: Best to use your home page but you could consider using a page to a free report or video | | |

# PHASE 2: PROFILE SETUP (CONTINUED)

| ACTION | WHO? | SET-UP? |
|---|---|---|
| Select a theme color: Use your brands colors via the custom option with hexcodes | | |
| Upload a profile picture (400x400 but displays much smaller on phone) | | |
| Upload a cover image (1500x500) | | |
| Add some tweets to start the profile off with informational content, consider pinning one of them to the top (keep most tweets informational, the pinned one can be advertising) | | |
| Twitter cards: Make use of Twitter Cards as you can collect a Twitter user's email address with a single click using it | | |