

TWITTER CHEAT SHEET

HOW TO SET UP YOUR TWITTER PROFILE
TO GET THE MOST OUT OF TWITTER

Inspire
To
Thrive.

SETTING UP YOUR TWITTER PROFILE USER NAME

- Pick your user name carefully (also called your **Twitter handle**) and be sure no one else already has it. There are so many combinations of names and words being used already.
- Pick something short and easy to remember.
- See some variations below to get creative if you need to.
- If you have a business you may want to have one for that and one for your personal account too.

Joel Comm 
@joelcomm

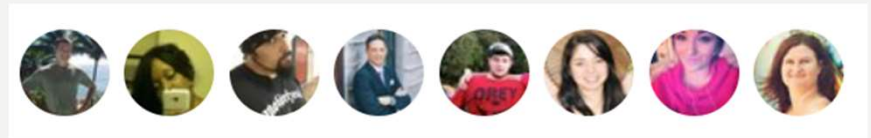
Kim Garst 
@kimgarst Follows you

Sam Hurley   
@Sam__Hurley Follows you

Lisa   
@Lisapatb

SETTING UP YOUR TWITTER PROFILE PROFILE PICTURE





- Have your photo ready – you will need it in a small size and it should be a square. If you are having it made up it should be 400 x 400 pixels. If you have a square that is larger, Twitter will size it down, no need to worry but you'll need a square image. Twitter now places a round border around all Twitter profile pictures.
- If it's your personal account I cannot stress enough the importance of using a photograph of yourself. I learned this fairly early on from Paul Brit, a photographer. He told me that instead of having an image of a computer that I should change it to my own photo. He said I would get more followers and conversations with my own photo. He was so right!
- People want to talk to people, not images.



SETTING UP YOUR TWITTER PROFILE YOUR TWITTER BIO

- Have your Twitter profile carefully put together – so when others find you they'll want to follow you.
- You are allowed up to 160 characters and it can include your web address or your “about page” of your website. *It can include your url or email address as in examples below.*
- (Be careful using hashtags in your bio – if someone clicks on the hashtags it takes them to twitter chats.) This is something many expert users on Twitter have and still do today! I say no hashtags on your Twitter bio. See some great Twitter bio examples below:

Blogger, Traveler and Freelance Writer.
Extreme Sports Lover. Certified Skydiver.
Social Media Addict. Running
nopassiveincome.com

Content Marketing Practitioner  | CMO
| Author  |  Award Winning Social
Media Blogger | Fluent in Star Wars & 

Seen at [@virgin](#) [@forbes](#) [@foxnews](#)
[@entrepreneur](#). Wrote 126 eBooks. Retire
to a life of island hopping at Blogging
From Paradise. rbbidd@gmail.com

SETTING UP YOUR TWITTER PROFILE YOUR TWITTER HEADER

- You will now need a Twitter Header Image: The size is 1500 x 500 pixels. This can include your logo and should not clash with your background. Make it something eye pleasing and original. It should reflect you or your business well. You can change it regularly too. Note how you must keep the left side from not going into your Twitter profile photo.
- Always check your Twitter header out on mobile too as many access it that way.



SETTING UP YOUR TWITTER PROFILE YOUR PINNED TWEET

- Your pinned tweet should be your top tweet as it will stay up live on Twitter until you change it. It is the first tweet someone sees when they check out your profile. To stay current make sure it gets changed from time to time. No idea what to use? Use one of your favorite quotes!
- Make sure your pinned tweet reflects you and/or your brand. It's a great way to feature your latest blog post if you are a blogger. Or if you receive an award use that for your pinned tweet. People who view your profile will see this tweet as part of your profile.



SETTING UP YOUR TWITTER PROFILE

IMPORTANT SETTINGS

- Be sure when setting up your Twitter account that you provide your phone number to Twitter. It doesn't have to be public, you can set it to **private** but if Twitter accidentally locks your account you will need for them to have your cell number so they can text you a code. This can be found under your settings, then account.
- This will also help you if you get suspended or put into Twitter jail. It will be easier to get your account back up unless you did something really bad.

Account	>
Privacy and safety	>
Password	>
Mobile	>
Email notifications	>
Notifications	>
Web notifications	>
Find friends	>
Muted accounts	>
Muted words	>
Blocked accounts	>

PRESENTED BY LISA SICARD OF

How to Tweet and
Thrive on Twitter



Inspire
To
Thrive.