



If you're new to Twitter, it's easy to get overwhelmed trying to figure out how to use it. Your first step is setting up your profile; here's a checklist to guide you through that process.

Once your profile is set up, check out the blog post on our website with some easy tips on taking your first steps.

## 1 Twitter Handle

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- Pick a handle that easily identifies your brand
- Make it as short as possible to save your followers characters

## 2 Profile Photo

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- Upload a 400 x 400 pixel picture of your logo

## 3 Bio

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- Bio must be under 160 characters
- Demonstrate your company's value prop in description or slogan
- Optional: Include hashtags relevant to your brand

## 4 Header Photo

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- Upload a 1500 x 500 pixel graphic
- Should represent your branding

## 5 Location

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- Include the city of your brand's office

## 6 Links

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- Include a link to your website to increase referral traffic

## 7 Following

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- Create a few Twitter lists (suggestions: clients, target publications, partners and employees)
- Add at least 10 followers to each list
- Find additional followers using a social media tool to look at hashtags or other relevant accounts