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SOCIAL MEDIA QUICK GUIDE

TWITTER

Summary

How To Create a Twitter Account

On Desktop

Open the Twitter website. Go to **https://twitter.com/** in your computer's web browser.

Click Sign Up. It's a blue button in the middle of the page. This will take you to the Twitter sign-up page.

Enter your name. Type your name into the "Name" text box. The name you choose does not have to be your real name, it can be a pseudonym or the name of your organization (if applicable.)

Verify your phone number. Skip this step if you used an email address to sign up. If you used a phone number to sign up for Twitter, you'll need to verify it by doing the following:

- Click OK when prompted.
- Open your phone's Messages app.
- Open the text message from Twitter.
- Review the six-digit code in the message.
- Enter the six-digit code into the text box on Twitter.
- Click Next to continue.

Create a password. Type a password into the "You'll need a password" text box, then click Next to confirm your password.

Select interests. Scroll through the list of topics and click each topic in which you're interested.
- You can also just click Skip for now at the top of the window. If you do this, skip the next step.

Type in your phone number. Do so in the "Phone" text box.

If you want to use an email address instead, click the Use email instead link below the "Phone" text box, then enter an email address. Be sure that the email address you enter is the one that you want associating with your account.

- Click Next. It's on the upper-right side of the page.
- Click Sign up. This option is in the middle of the page.
- Click Next. It's on the top-right side of the page.

Select people to follow. Check the box next to each recommended account you'd like to follow.

- If you don't want to follow anyone right now, just click Skip for now and skip the next step.

Click Follow. It's on the top-right side of the page. Doing so will add the selected accounts to your "Following" tab; at this point, your Twitter feed will load.

Confirm your email address. If you used an email address to set up your Twitter account, you'll need to confirm it at this point before you can use any advanced Twitter features:

- Open your email address inbox.
- Click the email from Twitter.
- Click the confirmation link in the email

On Mobile

Download the Twitter app. If you don't already have Twitter installed on your iPhone or Android, you can download it for free from the App Store (iPhone) or the Google Play Store (Android).

Open Twitter. Tap Open in your smartphone's app store, or tap the Twitter app icon.

Tap Get started. It's in the middle of the page. Doing so opens the Twitter sign-up form.

Enter your name. Type your name into the "Name" text box near the top of the page. This name can be a pseudonym or the name of your organization (if applicable.)

Enter your phone number. Tap the "Phone or email" text box, then type in your smartphone's phone number.

- If you'd rather use an email address, tap Use email instead below the "Phone" text box, then type in the email address you'd like to use.

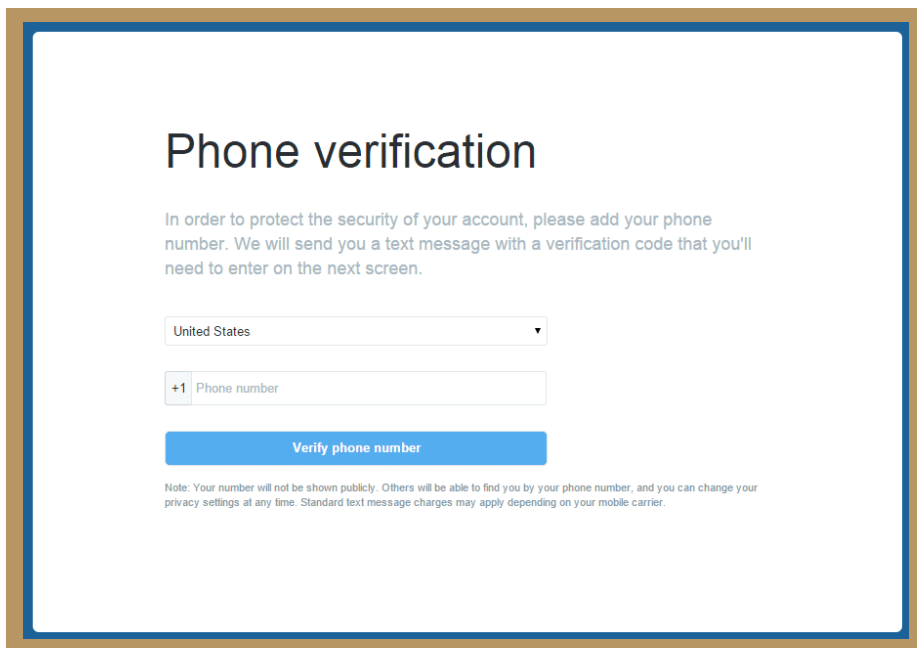Tap Next. It's on the lower-right side of the form.

Tap Sign up. You'll see this option at the bottom of the screen.

Verify your phone number. Skip this step if you used an email address to sign up. If you used a phone number to sign up for Twitter, you'll need to verify it by doing the following:

- Tap OK when prompted.
- Open your phone's Messages app.
- Open the text message from Twitter.
- Review the six-digit code in the message.
- Enter the six-digit code into the text box on Twitter.
- Tap Next to continue.

Enter a password. Type in the password that you want to use for your Twitter account, then tapsNext to proceed. Using a strong, yet easy-to-remember password is recommended.

Sync your contacts with Twitter if you like. To allow Twitter to access your contacts, tap Sync contacts, then follow the on-screen instructions (depending on your smartphone or tablet, this step will vary).

Phone verification

In order to protect the security of your account, please add your phone number. We will send you a text message with a verification code that you'll need to enter on the next screen.

United States ▾

+1 | Phone number

Verify phone number

Note: Your number will not be shown publicly. Others will be able to find you by your phone number, and you can change your privacy settings at any time. Standard text message charges may apply depending on your mobile carrier.

- Select interests. Scroll through the list of topics and tap each one in which you're interested.
- You can also just tap Skip for now at the top of the window. If you do this, skip the next step.
- Tap Next. It's near the bottom of the screen.

Follow people. Tap each recommended account you want to follow.

Again, you can tap Skip for now and skip the next step if you desire.

Tap Follow. You'll see this at the bottom of the screen. Doing so will add the selected accounts to your "Following" list.

Complete Twitter setup. Depending on your smartphone, you may be asked if you want to allow notifications, turn on GPS access, and/or let Twitter access your photos. Once you complete this section of the setup, you'll be taken to your Twitter feed where you can begin enjoying your new account.

- You can simply tap Don't Allow or Not now on each of these prompts to deny Twitter access to these features.

How To Create a Twitter Handle for Business

1. Go to Twitter.com and sign up.

Use your name, your email, and a password. Use your real name and email. You will be able to customize your profile later.

Note: Twitter only allows one account per email. If you have a personal Twitter account, you will need to use a different email to set up your business Twitter account.

2. Join Twitter.

Complete the form by entering your name, your email, a password, and a username. Here is where you can change your username. You can still change it later too!

3. Click "create my account".

4.Click "next".

5. Build your timeline.

Twitter asks you to follow 3 people from a selection it gives you. You must follow 3 people from this selection. (Why not follow @wishpond)

6. Build your timeline 2.

Twitter will then ask you to follow 5 more, and then 5 people you know. You can skip these last two steps by clicking on the "skip" button on the bottom right-hand side of the box.

Customize your Profile

1. Add character. Upload your profile image*.* Twitter also calls this your avatar. Your photo is how you appear in your Tweets to your followers. It gives your account identity. The maximum filesize for your photo is 700MB.

Tip: Keep your photo relevant to your brand.

2. Upload header. Your header shows up as the background to your Twitter photo. Again, keep your Twitter header branded. It shows up on .

mobile too, so it is important to include this in your Twitter account.

The recommended dimensions for a header are 1252 x 626, with a maximum file size of 5MB

3. Add a website. Include your business website, so that your Twitter followers can easily click through to your website.

Tip: As you develop more followers on Twitter, and you are using Twitter to market certain social sites, or special promotions, you can always change this website to direct your Twitter traffic to particular landing pages.

4. Add your bio. You have 160 characters maximum to tell the world about your business. Be succinct.

Tip: In your bio, add something personal or quirky about your company. As in most social media platforms, adding a personal touch resonates with your audience, and customers are more likely to follow you if they see your personality shine through.

5. Facebook. Twitter allows you to post your Tweets directly to your Facebook page.

P.S. Wishpond's Facebook Contest Apps make it easy to create sweepstakes, photo contests, Instagram hashtag contests & more. Looking for inspiration? Check out 25 Creative Facebook Contest Ideas You Can Use Today.

Twitter and Facebook are very different platforms. Tweets are much more frequent than Facebook posts - if you connect the two, your Facebook fans will get annoyed with the posting frequency, and the tweet-like feel of your updates.

6. Click "Save Changes".
To see your completed Twitter profile, click on "Me" in the top header.

You are now ready to send your first Tweet!

Create your Twitter Ads Account

1. Go to Twitter.com.

2. Log in to the account that you want to promote Tweets from. This is the handle that your Twitter Ads account will be created for.

3. Once logged in, go to ads.twitter.com.

4. You'll be able to choose between two promotion options:

- I want to automatically promote my Tweets. This option will lead you to sign up for Twitter Promote Mode, our automatic promotion program.
- I want to launch a Twitter Ads campaign. This option will lead you to set up and manage our objective-based campaigns.

5. Select your country and time zone. Select the country whose currency you'd like to be billed in, and the time zone you'd like your campaign results to show up in. You cannot change these values once you've created your account.

6. You'll be brought to the campaign setup form or Twitter Promote Mode setup, depending on your choice at step 4.

7. Enter your billing information to complete your ads account and start your campaign.

Secure your Twitter Ads Account

1. Link your account to a company domain email address. This will allow us to help if you ever need a password reset.

2. The passwords for your login email address and your Twitter account should be strong and unique.

3. Use login verification.

4. Always make sure the URL is Twitter.com before entering your account information (email or password).

5. Only authorize recognized applications and keep track of your account's connections on your account applications page

Twitter Ads Checklist

✓ Know the username and password for your Twitter Ads account.

✓ Designate a point-person with the authority to create and manage campaigns. If you're looking to have multiple people run and manage ads within your ads account, please read our page on multi-user login.

✓ Make sure your profile is in top form by checking the following:
- Your profile picture and header photos. Is your profile photo recognizable? Does your header photo represent your business? Customize them to showcase the personality of your business here.
- Your bio. Make sure to include the name of your business, location, and website URL. Be sure to explain what you do in a clear and informative way.

✓ Learn how others have used Twitter Ads to drive business results in our advertiser success stories.

✓ Follow @TwitterBusiness for relevant updates.

Getting More Followers

1. Tweet frequently
2. Optimize your posting time
3. Post visual content
4. Utilize hashtags
5. Engage with replies, retweets, and tags
6. Create an inviting profile
7. Identify followers within your network
8. Draw in followers outside of Twitter

Access To Twitter Dashboard

To get started, log in to analytics.twitter.com with your Twitter username and password to turn analytics on for your account.

To access your Tweet activity:

- On a desktop or laptop computer, visit analytics.twitter.com and click on Tweets.
- In the Twitter app for iOS or Android, tap the analytics icon visible in your Tweets. Make sure you have installed the latest version of Twitter for iPhone, iPad, or Twitter for Android.

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