

How to create a Twitter Profile

Follow these steps to create your twitter profile.

Before you start:

1. Think about what you want your 'handle' to be.
 - You can use your company name, or a shortened form, or even an acronym.
 - If you have a nickname, you can use that too.
 - Try to make it easy to remember and type. Avoid names that are made up of random characters or contain too many numbers or underscores like @mrsPQA_12
 - Don't make it too long, as tweets are limited to 140 characters and you don't want to use them up with your name.
 - *Here are some good examples: @comfortlife, @housing4Seniors, @seniors4living*
2. Decide which email address will be used to manage the account. This email address will be used for sign-in and notifications.

Signing up:

1. Go to www.twitter.com
2. You will see an area with fields to fill in that says 'New to Twitter'.
3. Fill in your full name or Company Name, email address and password.
 - *It's important to use the actual name you want associated with your twitter account. We do not recommend "functional" names like: Marketing Coordinator. Use a real name or your company name.*
4. Click 'Sign up for Twitter'
5. On the next page choose your username, which is your unique identity on Twitter. You can choose your own, or from the selections provided to you. Twitter will let you know if the name you're choosing is available.
 - *Consider the exercise you went through in the first section "Before you Start".*
6. Check that all of your information is correct and then click create my account. You may also be asked to do a Captcha.
 - *A Captcha is an image with characters that are designed within. To complete this step, you must type the characters you see – as you see them, case sensitive, spaces, etc. – into the dialogue box. Many websites and social platforms have adopted this method in order to weed out spam.*
7. Look for the confirmation email, and click the link to confirm.
8. Login to complete your profile.

For more tips and tricks on setting up your account, click [here](#) to go to Twitter's FAQs.

Completing your Profile:

Before you start tweeting, it's important to fill in your profile so other Tweeters know who you are. To complete or edit your profile, sign in, and then click the gear icon on the top navigation bar. Select 'Edit Profile'.



1. Upload a photo. This can be your logo, or any other picture that represents your organization. If you don't put up a photo, you will be represented by the Twitter 'egg'.
 - Click 'Change Photo'
 - Choose 'Select and Existing Photo'
 - Your file can be up to 2 MB in either JPG, GIF, or PNG file types
 - After selecting the right file, click save and you will see a notice that your photo has been published to your profile.
 - *We do not recommend using the Twitter 'egg' as your profile image. It is strongly recommended to either use your logo, or a person's face. Ensure your brand is recognizable.*

2. Enter in your profile description and URL
 - Click 'Profile' in settings or 'Edit Profile' on your profile page
 - Enter in a description of who you are. You can include information about your organization, who is tweeting for you, and anything else you want others to know within the character limits (160 characters). Look at some other profiles to see what they have included. Your profile description often is an incentive for others to follow you, so make it interesting.
 - Enter in your website URL
 - Enter in your location, if you'd like.
 - Save Changes

Some other tips:

- Make sure that you don't have your tweets 'protected'. This means that only people you have authorized will be able to see them. A protected account is useful for private conversations, and has many valuable uses, but not for a main organization's account.
- You can customize the design of your Twitter page to reflect your corporate branding. Speak to your web or graphic designer.
- You can customize your 'header', which people will see on Twitter mobile.
- Start following people you know by using the search button or the 'Who to Follow' feature.
- Don't forget tell everyone you know you're on Twitter, and to add a button to your website so visitors there can join you on Twitter.

About Comfort Life

With more than 10 years of experience, Comfort Life proves how the interaction of content creation, engagement and analytics leads to awesome marketing results.

Our websites, blogs, mobile apps and print magazines house hundreds of articles, videos and advice guides on retirement living options; making Comfort Life Media the largest multimedia publisher and #1 retirement living search resource in Canada.

We have launched the Comfort Life Marketing Academy to provide you with tools, advice, tips and actionable take-aways to support you in your marketing and help you achieve greater marketing performance success.