

Your Twitter Account CHECKLIST

To help optimize your
Social Media correctly
& generate more sales!



#1 Your Company Image or Logo

- Make sure the photo you use is good resolution.
- Your profile picture should be 128 x 128 pixels.
- Your Twitter header image size should be 1251 x 626 pixels.

#2 Write a Clear & Descriptive Bio

- Write something descriptive that gets the message across clearly about your business. (Don't write anything in the bio that has nothing to do with your business.)
- You only have 160 characters to spin your company story so keep it simple & attractive.
- Explain who you are & what you do.

#3 Provide the URL to Your Website

- Make sure to include your website address. It's very important because after you get a user to follow you they'll want to check your website.
- The main goal is to direct your follower to your website or blog to learn more about your company.

#4 Publishing Relative Content

- 50/50 Share other experts content to engage more people.
- Send at least 5 new tweets and retweets to others daily.
- Use Hashtags (#) in your tweets.
- Update the company status regularly.

