



Pick the right username

When setting up an account your username ('handle') is very important. You need to clearly signpost yourself in 15 characters.

Think carefully about your bio

Twitter limits your bio to 160 characters. What is your story? Share it in a way that is clear and gets people's attention. Use hashtags to link to related content on twitter and appear in topical searches.

Choose a standout picture

Upload a striking image that matches the account name and bio to make yourself easily recognisable.

Send your first tweet

Introduce yourself to the twittersphere and express excitement about engaging with followers in the future. It shows that you are active and human!

Be strategic about who you follow

Follow accounts like yours that are doing well - pay attention to how they are engaging and the type of content they share. Follow back all relevant followers and thank them for their engagement. Make lists (public or private) to keep track of followers' thematic interests.

Connect with your network

Announce your account over email, on websites and in email signatures to encourage potential followers. Find influential people already in your network and ask for their support in spreading the word.

Make a long-term plan

Think about how many tweets/retweets you aim to send each week and set targets for followers.

Track progress

Use the twitter analytics tools to monitor progress and ensure you are maintaining an active presence.

TWEET TIPS

Include images
Tag related users
Hashtag key themes
Tweet regularly
Engage

USEFUL WEBSITES



Tweetdeck

<https://tweetdeck.twitter.com/>
Manage lists and schedule tweets



Bitly

<https://bitly.com/>
Shorten URLs to link to resources in tweets



Tweepsmap

<https://tweepsmap.com/>
Track follower locations and engagements