

How to Setup a Twitter Account for Your Business

One of the most powerful tools for companies is still underused in today's market. And that tool is Twitter. The significant push towards social media and branding has made it almost impossible to avoid this social space.

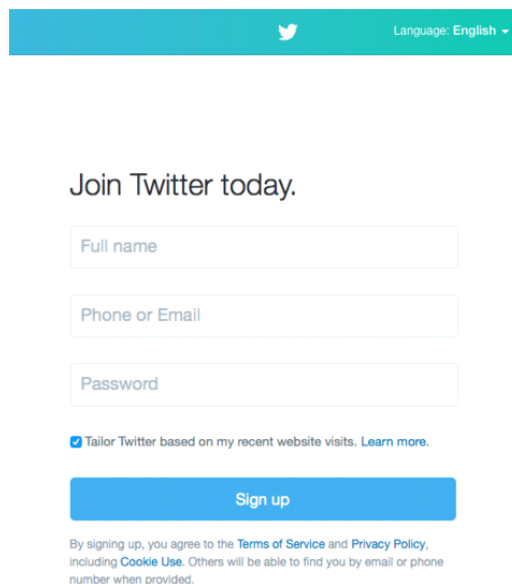
Whether you're educating customers about your product or service, reaching a new audience, or promoting your brand, Twitter is one of the most helpful places to achieve your marketing goals.

When brands move away from Twitter, they generally use the excuse that they don't know how to use it. Businesses also feel that the network can be overwhelming for one person. While some marketers may not have room on your plate to manage multiple social media accounts, there is no excuse for being idle on Twitter as a business.

To make sure you start off on the right foot, here are six simple and easy steps to follow on starting a Twitter account for your business:

1. Create a Twitter account

While this is the most obvious step, simply creating a Twitter account is a crucial part of being active on social media. On the Twitter site, just enter your name, work email and create a user-friendly password for the account. Once you have registered, you will begin to fill in certain information for the rest of your account.



The image shows a screenshot of the Twitter sign-up page. At the top, there is a teal header with the Twitter bird logo and the text "Language: English" with a dropdown arrow. Below the header, the text "Join Twitter today." is displayed. There are three input fields: "Full name", "Phone or Email", and "Password". Below these fields is a checkbox labeled "Tailor Twitter based on my recent website visits. Learn more." with a blue checkmark. At the bottom of the form is a blue "Sign up" button. Below the button, there is a small disclaimer: "By signing up, you agree to the Terms of Service and Privacy Policy, including Cookie Use. Others will be able to find you by email or phone number when provided."

Don't be afraid to enter your name and work email in certain questions. These features are changeable and easy to format for your business. Once you are ready to choose a Twitter identifier, remember that the shorter the better. You want your customers and others in the industry to be able to search for

them.

You want to get into the practice of making everything short and concise on Twitter because you only have 140 characters to use. Also, you need to think about when clients or other users communicate with them. When they mention or reply to one of your posts, your username will take some of the characters for the reply. It is always better to keep usernames limited for this reason.

Here are some things to remember when registering:

- You can change your username later.
- Your Twitter password must contain letters, numbers, and symbols.
- Please confirm your account before trying to customize.
- Please log out of your personal Twitter account before creating a new one.

2. Connect with others

Like any social network, it is about connecting with other users to share content. Fortunately, Twitter is a great place for new users to create connections, and the network even gives you a head start on finding influencers.

The image shows a screenshot of a Twitter profile page for 'Leonadis Marketing' and a 'You might like' section. The profile page includes the company logo, name, handle (@LeonadisAgency), bio, location, website, and join date. The 'You might like' section features three recommended accounts: Huawei Europe, UnboundB2B, and Team 6ix, each with a 'Follow' button. A search bar and a grid of images are also visible at the top of the right-hand side of the screenshot.

Twitter allows you to connect with others as soon as you complete your profile. You'll get recommendations on who to follow, whether they're celebrities, athletes, comedians, business leaders, or musicians. However, you can search for people who match the interests of your company.

Once you start adding people, Twitter provides helpful suggested users to follow based on your previous selections. Also, you can see related users when you are in the feed of someone you follow. The process is extremely easy, and unlike Facebook, Twitter is a great place to add people you don't know. The social network is more about building connections than intimate or personal networks.

3. Add profile details

So, you set up a Twitter account and followed new people, now what? This is the best time to add some style to your account. You don't want users you just followed to come to your profile just to see something that seems abandoned. Just click "Edit Profile" on the right side of the screen under your profile heading.

First, you will want to upload two different photos to your profile:

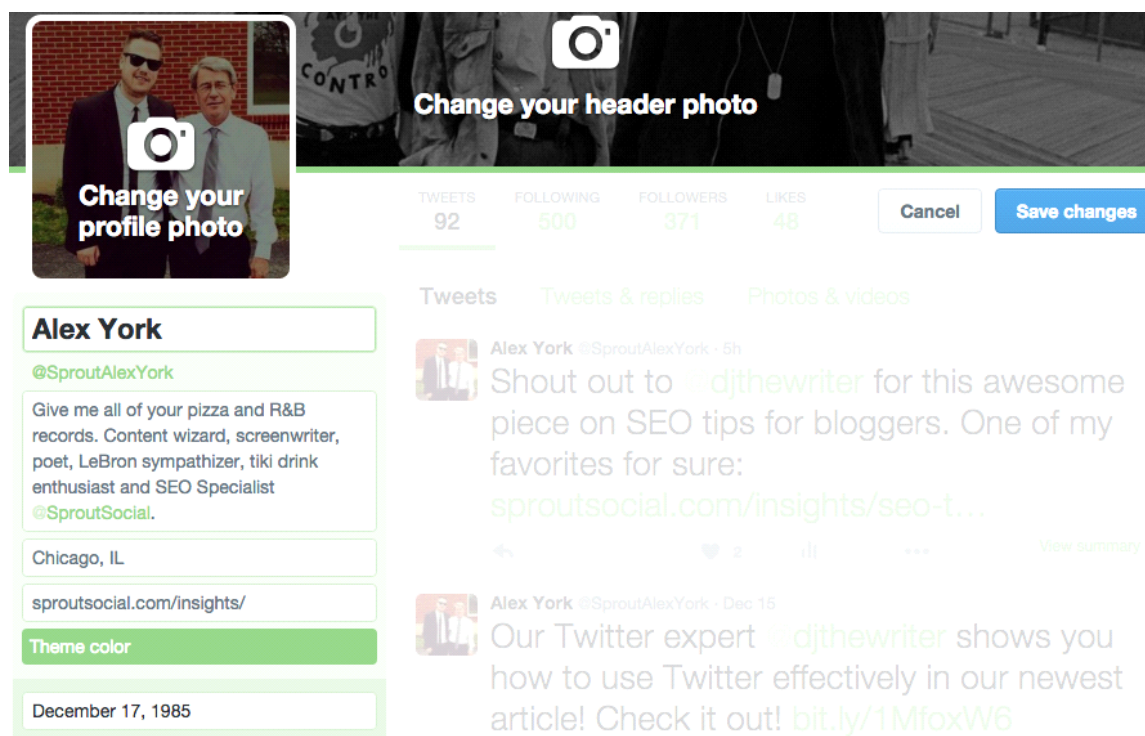
- Twitter profile picture
- Twitter header image

Your profile picture should be clear and distinguishable even as a small icon. Uploading a larger image doesn't hurt, but Twitter will reduce it to its size.

As for the header photo, you'll have a lot more space, so choose something visually striking. All the major companies operating on Twitter use attractive photos to attract readers to their profile.



From this same screen, you can update basic profile information. You can catch up on our previous post on biographical ideas from Twitter for help. On your profile, you can add a linkable website, its location, and a 140-character bio that is linkable and responsive to hashtags and @mentions.



The screenshot shows a Twitter profile page for Alex York (@SproutAlexYork). The profile information is as follows:

- Name:** Alex York
- Username:** @SproutAlexYork
- Bio:** Give me all of your pizza and R&B records. Content wizard, screenwriter, poet, LeBron sympathizer, tiki drink enthusiast and SEO Specialist @SproutSocial.
- Location:** Chicago, IL
- Website:** sproutsocial.com/insights/
- Theme color:** A green color swatch is shown.
- Birth date:** December 17, 1985

Profile statistics are displayed as follows:

TWEETS	FOLLOWING	FOLLOWERS	LIKES
92	500	371	48

Two tweets are visible:

- Tweet 1:** Shout out to @djthewriter for this awesome piece on SEO tips for bloggers. One of my favorites for sure: [sproutsocial.com/insights/seo-t...](https://sproutsocial.com/insights/seo-tips)
- Tweet 2:** Our Twitter expert @djthewriter shows you how to use Twitter effectively in our newest article! Check it out! bit.ly/1MfoxW6

Try to convey what your business or brand is about as succinctly as possible. Don't overdo it with buzzwords or hashtags. You must make your Twitter bio clean and accessible. If you want to update the color scheme of your entire profile, there is also a button for "Theme Color". Use a color that matches your brand to make everything look smooth with your logo and company colors.

4. Start sending tweets

Now that everything is ready, you are ready to start sending Tweets. Remember, each tweet only allows 140 characters (including Twitter username and links). This will help you keep your messages short and sweet, which is a big part of the appeal for Twitter. Try to be concise without becoming too casual. Your business won't look very professional if you use Internet lingo.



Abbreviations like TBT (reverse Thursday) and ICYMI (in case you missed it) are perfectly fine for companies to shorten your message. On the other hand, use words like "ur" for yourself and "cuz" because it may seem unprofessional.

Twitter provides two sample posts you can get started with, complete with the hashtag #myfirstTweet. If you want to start with something more unique, you can compose your first tweet in the text field below the samples. Press the "Tweet" button and you will be ready and running.

5.Engage

One of the best things about Twitter is how well you can interact with others. You can do this by asking other users for Retweets, follow-ups, or answers to their questions. You should also continually tweet from your profile. There is nothing worse than a stagnant Twitter account, and you simply won't have much interaction if you try too little.

Instead, try to schedule Tweets every day and at specific times that work for your followers. Peak post times always seem to be on the air, but with Sprout Social's Viral Post feature, you can schedule Tweets to be sent when your followers are most active on Twitter.

It's also a good idea to be visual on Twitter whenever possible. This doesn't mean you need an image for every Tweet, but trends show that more social media users interact with images than with plain text.



Leonadis Marketing @LeonadisAgency · Apr 14

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Commitment has to do with communication. So it is important to collaborate with other influential people. With the right connections, you can promote other brands on your profile to get thanks on your site. In general, you want to use Twitter to show your brand personality to connect with others. The more active you are on Twitter, the more likely you are to interact with new users and gain better followers.

Pro Tip

Collaborate with Leonadis Marketing team Leonadis marketing helps businesses to grow their brands online. We help businesses to create brand awareness through all the possible means.