

BOOST
YOUR
BRAND **ON** **Twitter**

Kit out your business profile

Having high res imagery that clearly shows the brand installs an element of trust in your audience.

- Make sure your logo and cover image are not blurry!
- Add a short bio that informs your audience who your business is and what you offer
- Show your methods of contact
- Show your location
- Make sure you include a trusted link in your bio
- Show your category for your business

You can use this space to showcase your business base, or perhaps to showcase your business' service reach.

It's standard for this to go to your website. But this could also go to a dedicated landing page for an offer, as an example.

Features to get behind

Not all features will suit all accounts, but keeping 'in the know' for Twitter's newest and most exciting features is always a beneficial thing! You'll be able to select the ones most relevant and beneficial to your business/profile so that you can continue growing and sparking conversation.

Spaces

Twitter Spaces are live audio conversations that anyone can join as a listener. Spaces are like Tweets, the public can see these.

Ticketed Spaces

Ticketed Spaces are a way to host paid gatherings to connect more deeply with your fans. It's a way to support creators for their time and effort in hosting and speaking.

Moments

Moments are stories that present what's happening on Twitter around the world. Create your own Moment using a title, description, Tweets and a cover image.

Topics

Topics help Twitter to house conversations in an organised way so that you can join in, Tweet or read on the topics that interest you the most.

Twitter for Professionals

Twitter is giving you the ability to utilise their tools not available to non-professionals, such as; Twitter Ads, Quick Promote, Advanced Profile Features and future efforts around shopping!

Tips

Using a professional business account, your audience can support you by tipping to you directly through your Tip Jar. This makes it easier for Twitter to support those driving conversations on the platform.

Lists

Twitter Lists allow you to customise, organise and prioritise the Tweets you see in your timeline. Choose to join other's Lists they've created, or create your own based on other accounts, topics or interest.



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