

# TWITTER FOR BUSINESS



BUSINESS WONDERLAND.CO.UK

WORKBOOK TWO: OPTIMISING YOUR TWITTER PROFILE

## Optimising your Twitter profile

### Profile Photo

Your Twitter profile photo should ideally be a photo of yourself and not of your logo. People want to connect with a photo of someone smiling rather than a logo. It's always nice to see the face behind the business.

However, if you are brand with a large team this isn't always possible. If you do want to include branding within your profile photo, you could add your logo to the corner of your photo and use brand colours.

**Action:** Change your profile photo to a photo of you

### Bio

You have 160 character for your Twitter bio. That 160 characters will determine whether another twitter user will follow you or not so it has to be good.

Your bio should include key words that describe your business

e.g Dog walker, Bristol  
Personal Trainer, Leeds

Think what would people search on Twitter to find your business?

You can also add a link within your bio (so you can have two in total- one in your bio and one in the link section). It's great if you have an opt in offer, to drive traffic to your website, Etsy shop etc

**Action:** Write a bio about your business and include key words to describe your business.

## **Twitter header**

This is a really great opportunity to sell you business to Twitter users in this large photo. There is no limitations what you can put in your header. So my advice would be to promote your business.

Example of what you could put on your Twitter header:

Competition

Event that you are attending

Sale

Promotion

opt in offer

Link to your website or Etsy shop

Testimonial from a customer

Ensure that you use a really eye catching photo that is of good quality. No blurred photo or bad lighting.

**Action:** Change your twitter header to advertise something within your business. Be sure to show me your new Twitter header and bio in the Facebook Group.