

# Steps To Optimize Your Twitter Profile



Use these steps to keep your company's Twitter Profile looking fresh and up to date.

- ✓ Update Profile Picture with current logo. Make sure to use a square image file so it appears correctly, about 800 x 800 px for good image clarity.
- ✓ Update Cover Image. Make sure image is at least 1500 x 500 px.
- ✓ Click "Edit Profile".
- ✓ Update your bio with a short version of your company description or mission statement.
- ✓ Add your location.
- ✓ Add website link.
- ✓ Add custom theme color to match your logo. If you don't have your exact color code, use a color grabber like <https://www.canva.com/color-palette/>.
- ✓ Click Save Changes.
- ✓ If you are just establishing this account and you'd like to change your profile URL, click your profile photo (logo) in the top right and select "Settings and Privacy". (Not recommended for well established accounts).
- ✓ Enter your new, desired username. You may need to adjust if it is unavailable. Tip: Use common abbreviations if the name is unavailable like Wlth, Adv, or Fin.
- ✓ Click "Save Changes" at the bottom of your screen and enter your Twitter password to confirm.
- ✓ Revisit this process annually to make sure your images and bio are up to date.

Need help? We'll set up and optimize your social profiles for you. Go to [indigomarketingagency.com/social](https://indigomarketingagency.com/social) to get started today!