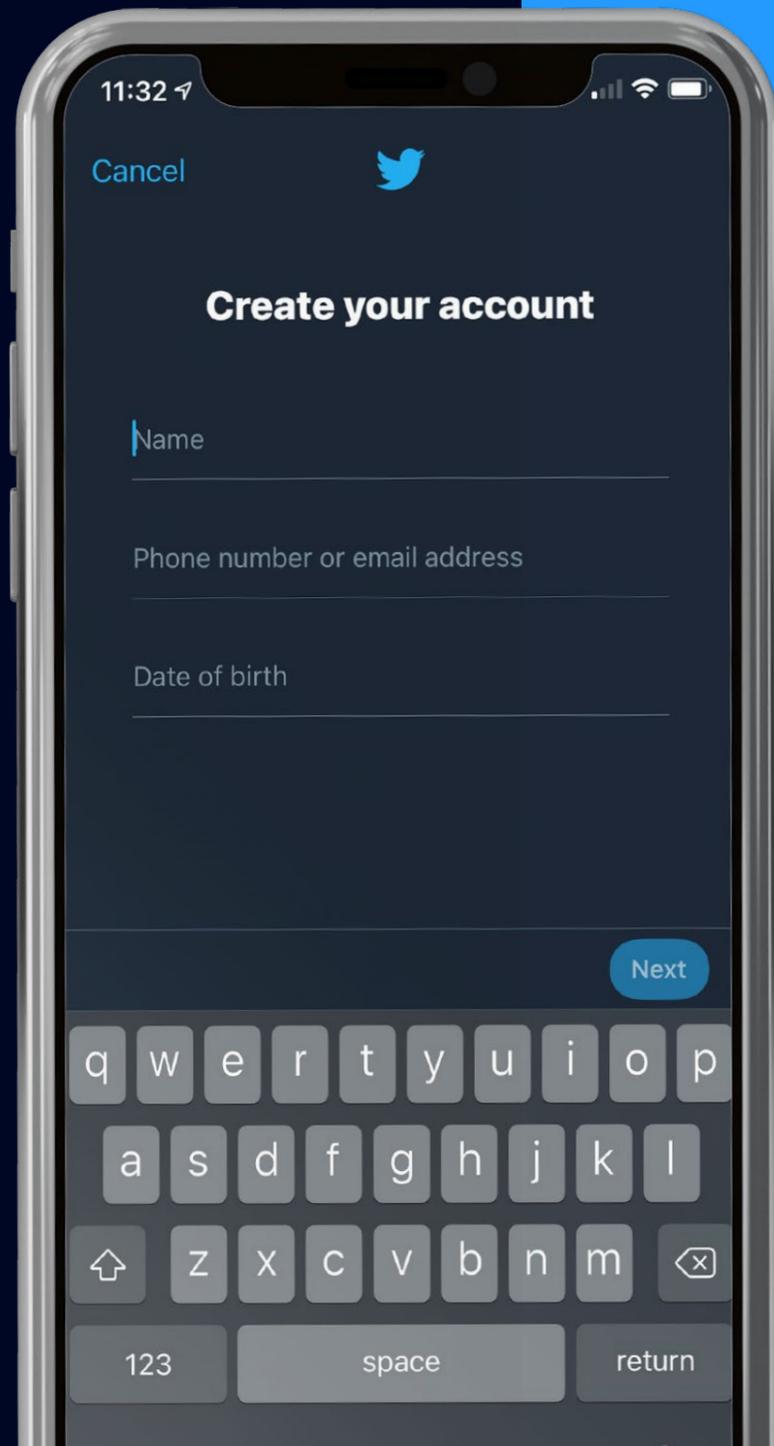




Twitter Guide 2

Creating a Twitter business page





How to create a Twitter Profile

First impressions count. To help establish your Pharmacy and business presence on Twitter, you'll need to ensure your profile accurately reflects your Pharmacy business and is compelling enough to persuade a customer to follow you.

In this guide, we will talk you through setting up a Twitter Business Account and making the most of your Twitter profile.



To set up an account on Twitter



1

Visit the Twitter home page and click 'sign-up.'

2

You'll be asked to create a username and Twitter Handle, provide your business email and phone number and supply your date of birth (to confirm you meet age requirements). Tip: Pick a Twitter Handle that represents your Pharmacy, e.g. your Pharmacy name. If you change your mind, you can change it later.

3

Verify your account by entering the code Twitter sends to the phone number or email you provided.

4

Finally, you will be asked to create a password for your Twitter account.



Completing your profile



Now that you have set up your Twitter account and supplied the essential information, you will be prompted to complete your profile.

Add a profile photo - Businesses usually use their logo as their profile photo or an image that visually represents their Pharmacy. This photo doesn't just appear on your profile; it appears next to and associated with every Tweet you post, so choose something that your followers can quickly identify as your business. Tip: The image you select will need to fit nicely into a small circular space. Recommended dimensions are 400x400 pixels.

Add a header photo - Your header photo is a large landscape image at the top of your profile. This space can be used as an ever-changing billboard showcasing what's new with your Pharmacy. Try updating your profile header photo every 3-4 months with your latest products or new services to keep your profile fresh and exciting. Tip: recommended size for the header image is 1500x500 pixels.

Your @Name - Your Twitter @name is a unique name to you, your account and your business and appears in your profile and everything you do on Twitter. It's the name other users will use to start conversations with you, find your account and engage with your business. Therefore, your @ name should be directly associated with your business. Tip: Your @name can contain up to 15 characters.

Display name - Your Twitter display name appears above your @name and is recommended to be the name of your Pharmacy. Your display name can be changed at any time. Tip: Your display name can contain up to 50 characters.

Your Bio - Your profile bio is where you can tell your followers and profile visitors about your business, what your Pharmacy does and why they should follow you. Think of your bio as your opportunity to introduce your Pharmacy to new customers. In your bio, think about adding helpful information such as your location, your services you're your opening hours.

Pinned Tweet - Pinned Tweets are posts you want your followers to see first when they visit your profile. You can select any previous Tweet and pin it to the top of your profile. It could be a sales promotion, a seasonal service reminder such as the flu jab or a particular health issue you want to. It's worth checking in with your pinned posts once a month and asking yourself if it's the most important message you want to be promoting at the moment, and possibly change your pinned post if not. Tip: To pin a Tweet, click the down arrow at the top-right corner of the tweet and select 'Pin to your profile'.

Select interests - Once you have completed your profile, you'll be prompted to select some areas of interest. This is so Twitter can recommend like-minded users for you to follow. While you can skip this stage, it is helpful to select areas of interest related to your Pharmacy and industry.

Now you have successfully set up your Twitter Business Page, read our 'How to grow your Twitter guide' to get started on Twitter and start growing your account.