

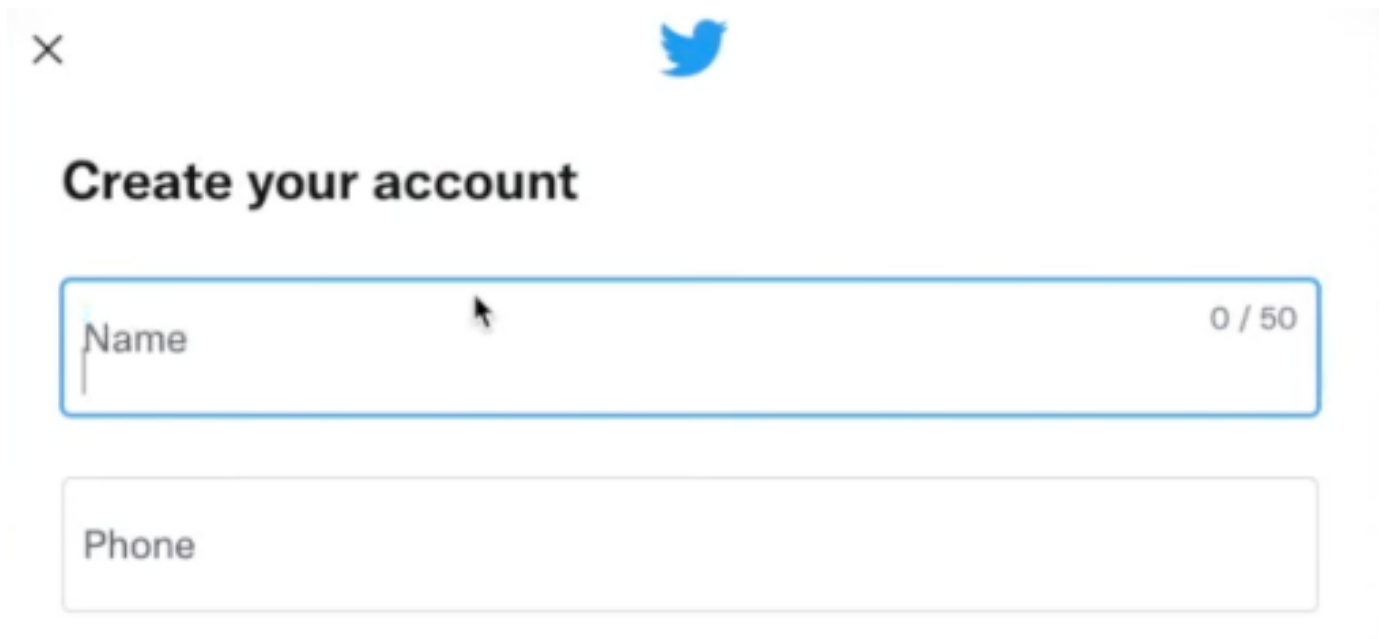


# Twitter: Getting Started

## Step 1: Set up a Twitter profile

Choose your name - select your organisation's primary name without acronyms or abbreviations.

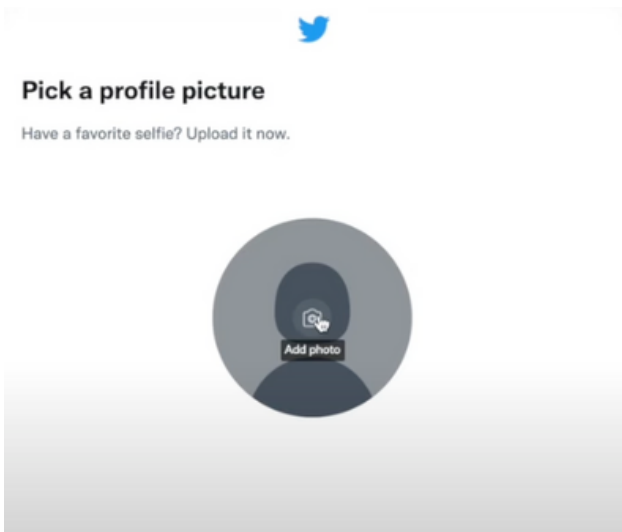
Choose an email or phone number - choose a generic email address/phone number to which multiple people in the organisation have access. This avoids the risk of losing the Twitter account should a member of staff leave.



The screenshot shows the Twitter account creation interface. At the top left is a close button (X) and the Twitter bird logo. Below the logo is the heading "Create your account". There are two input fields: the first is labeled "Name" and has a character count of "0 / 50"; the second is labeled "Phone".

## Step 2: Add an image

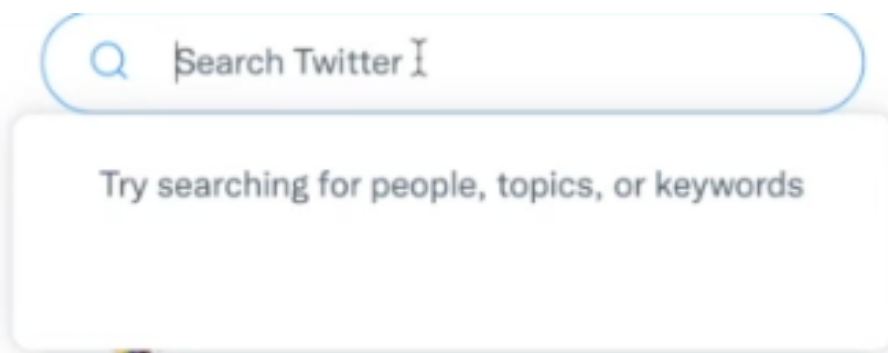
Choose your page's profile picture - use your organisation's primary logo. If your organisation does not have a primary logo, you can make one easily using Canva. Avoid using pictures of landmarks or group shots as profile pictures.



## Step 3: Add topics & follow profiles

Choose topics and profiles which relate to your organisation, this will help you interact and find potential supporters and fellow similar charities.

You can search for topics and fellow accounts using the search bar in the top right hand corner.



## **Step 4: Fill out the rest of your profile**

Choose a cover image - select an engaging image that demonstrates what your charity does or who you help. You can also customise this to include a call to action like a phone number or email.

Choose a bio - input a short description about your charity, who you help, where you are based, and how people can help you.

Choose a website - choose a website link in line with your primary objectives, ideally your primary website homepage.

**For more information regarding Twitter, please look at our other Twitter training videos.**