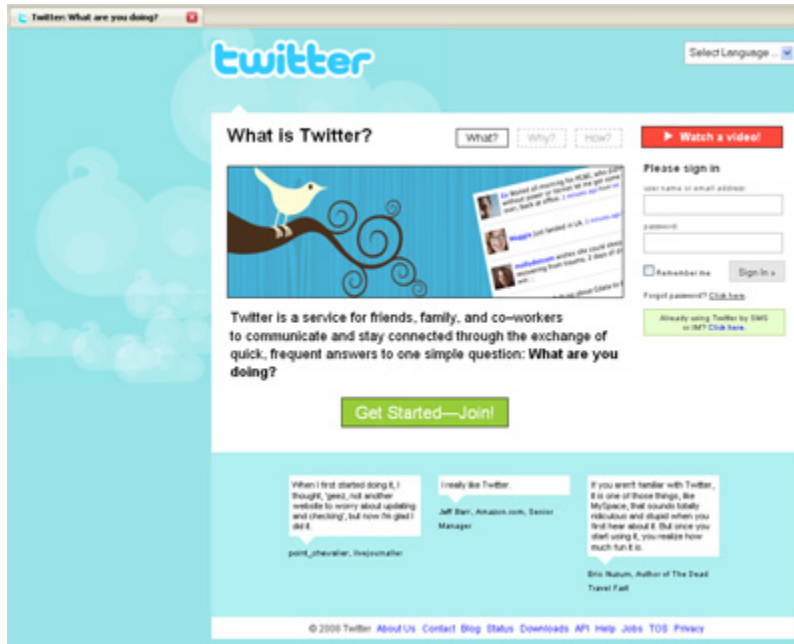


Getting Started on Twitter

If Twitter is part of your social media strategy, you'll have to start by creating an account. Follow these simple steps to get up and tweeting. If you haven't started a Twitter strategy or need help, email engage@pbs.org and we will send you our best practices for marketing on Twitter.

1. Visit the Twitter home page and click on Get Started



2. Fill in your desired username (this will become twitter.com/USERNAME), e-mail address, and password. Note: This will be the name of your Twitter profile—the one people see when you post updates—so be sure it clearly identifies your station or program. For example, PBS Engage uses the name [pbsengage](http://twitter.com/pbsengage). Another example is the WGBH Lab (<http://twitter.com/WGBHLab>) or Rocky Mountain PBS (<http://twitter.com/rmpbs>).



3. Click on the “Settings” button in the upper navigation bar and fill in all of the optional profile information. The “One Line Bio” is especially important; this is where you should state that this is the official account for your organization. The More Info URL is a great way to link back to your primary site.



Finally, upload a picture of the logo for your station, program or personality. This will also help Twitter users identify the feed.

If you are interested in other topics and tutorials for working with Twitter, [email the Engage staff](#) for our latest set of documents.