



# TWITTER GUIDE

Not sure how to set up a Twitter account? Already signed up, but wondering how to get started? This guide is for you! We'll give you step-by-step instructions so you can dive into Twitter, connect easily with your friends and customers, and start leveraging social media to spread the word about your cabi business—you'll be a social media maven before you know it!



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## HOW TO SET UP YOUR PROFILE

First, register for an account at <https://twitter.com/signup> and fill in the information requested.

- Enter your name, email address, and password
- Choose a username
  - Try to keep your username short; on Twitter, every character counts!

### Join Twitter today.

**Full name**  
 Enter your first and last name.

**Email address**

**Create a password**

**Choose your username**

Keep me signed-in on this computer.

Tailor Twitter based on my recent website visits. [Learn more.](#)

By clicking the button, you agree to the terms below:

These Terms of Service ("Terms") govern your access to and use of the services, including our various websites, SMS, APIs, email notifications, ...

Printable versions:  
[Terms of Service](#) · [Privacy Policy](#) · [Cookie Use](#)

**Create my account**

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.

Next, select your interests so Twitter can provide you with suggested accounts to follow.

### What are you interested in?

Choose one or more of the options below and we'll suggest some good stuff for you.

Popular accounts

Music

Sports

Photography

Entertainment

Funny

News

Technology

Fashion

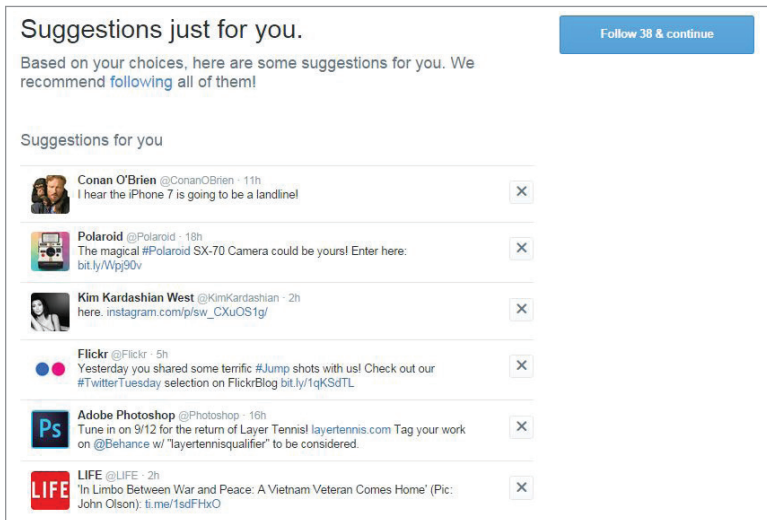
Television

Health

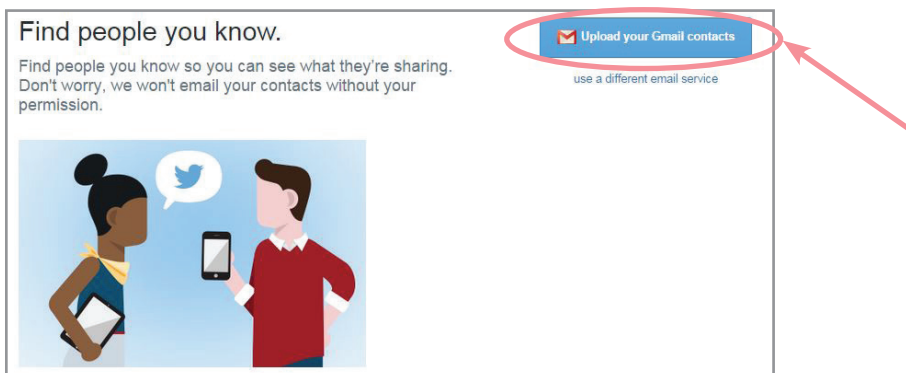
Gaming

[Continue](#)

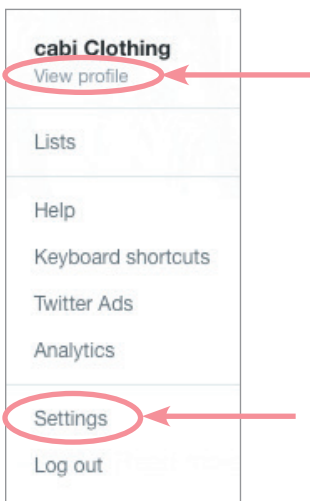
Choose who to follow from Twitter's suggestions. You'll have an opportunity to find more friends by searching Twitter once your profile set up is complete.



Search your contacts to find people you know. If you'd like to save this for a later time, you can skip this step and move to the next.



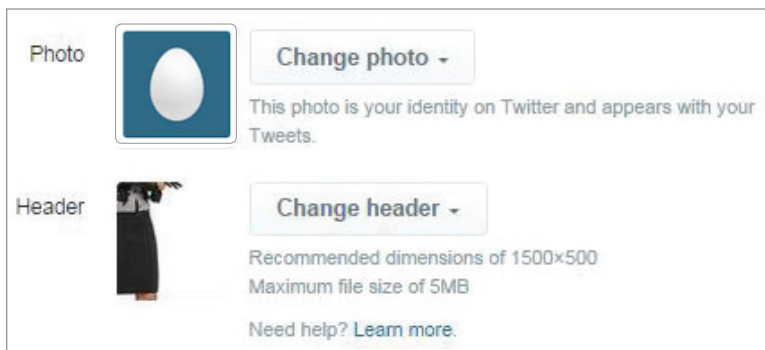
Congratulations, you now have a Twitter account! You'll want to customize your profile to be reflective of you, similar to Facebook's profile and cover photo. Start by clicking on "View Profile" in the upper right hand corner.



Then, click "Edit Profile" on the right hand side of your screen.

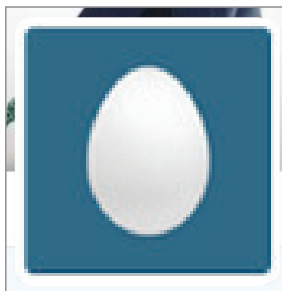


Here you can change your profile photo and header selection.



### PROFILE PHOTO: 400px X 400px

This image will remain as your brand identity and the main image associated with all of your tweets.



## PROFILE HEADER: 1500PX X 500PX

JPG or PNG file, up to 5MB - Images can be cropped and aligned for the best view. Header images can not contain image maps, animation, or flash.



Add in your website (this can be your cabi website, your Facebook Business page, Pinterest, etc.), and a brief bio so people know more about you. Note that your bio can only be 160 characters. You may not use “cabi” as part of your Twitter handle, but you can identify yourself as a cabi Stylist in your bio.



## KEY TERMS

### Following

- To receive user updates on Twitter, follow other people or companies you are interested in. This means their messages show up in your incoming timeline.



- Start by following cabi! Go to [www.twitter.com/cabiclothing](http://www.twitter.com/cabiclothing) and click Follow.

### DM, or direct message

- Direct messages- or DMs- are Twitter's private messaging channel.
- DMs don't appear in either person's public timeline or in search results. No one but you can see your DMs.
- To send a DM, Click on the envelope icon in the top right navigation bar. You'll see a pop up showing your direct message history.
- You can only send direct messages to users who follow you, even though you can receive messages from any user that you follow.



### RT, or retweet

- RT is a powerful way to spread messages and ideas across Twitter quickly.
- To RT someone, simply click the Retweet icon under the tweet.



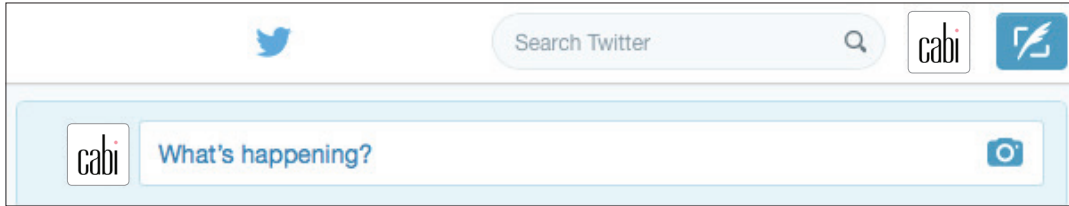
### Hashtag (#)


- Created to categorize and search Twitter messages
- A hashtag is just the # symbol followed by a term describing or naming the topic
- Example "Love my new iPad! #mac"
- Using no more than 3 hashtags per Tweet is recommended



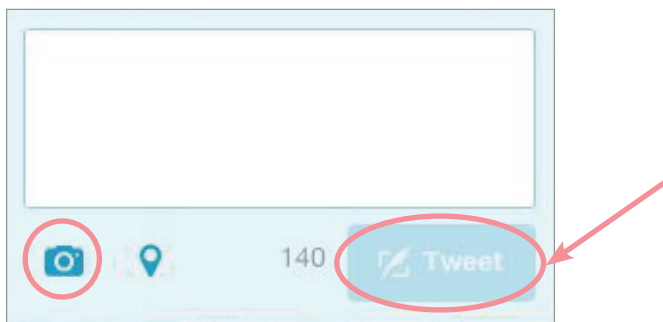
## HOW TO TWEET

- Add text into the box on the left side of your screen, or click the “compose new Tweet” button in the top navigation bar.



OR you can click this box  at the top right corner of your screen.

- Tweets can only be 140 characters. Twitter will tell you if your tweet is over the limit.
- Click the Tweet button to post the Tweet to your profile and you will immediately see your Tweet in the timeline on your homepage.
- If you want to include an image with your Tweet, click on the camera icon to pull the desired image from your files. The ideal size for twitter images is 585px X 295px. This rectangular size will allow the image to properly display in your followers' timeline.
- Looking for images to tweet? Visit our [Social Media Toolkit](#) to download photos that are sized specifically for Twitter!



## WHAT TO POST

- Post links to articles and sites you think your followers would find interesting—linking to interesting articles and sites makes you a resource to your followers
- Actively respond to some questions and comments addressed to you and if you like a message, retweet it
- Use a casual, friendly tone in your messages
- Understand the real-time nature of Twitter
  - You can ask questions, float ideas, and solicit feedback on Twitter—and expect pretty quick replies most of the time
- Visit our [Social Media Toolkit](#) to download cabi branded cover photos and outfits to include in your tweets

## WHAT IS A TWITTER CHAT?

A Twitter Chat is a public Twitter conversation where people from around the world can gather on Twitter to chat virtually. A Twitter chat has a dedicated hashtag used to follow the conversation. Most chats also include a moderator who will be asking questions to keep the conversation flowing.

### How to Participate

- Sign on to Twitter at the time of the Twitter chat.
- Consider opening two tabs in your browser. One with the hashtag search open and one with the moderator's profile open.
- Tweet! Make sure to use the dedicated hashtag so others participating in the conversation can follow along and engage with you.