

Professional Twitter Use Checklist

www.thebrandingmuse.com | [@BrandingMuse](https://twitter.com/BrandingMuse) | info@thebrandingmuse.com | [#BMSocial](https://twitter.com/BrandingMuse)

FOUNDATION



Upload a professional picture.

Create a bio that includes your professional interests and experience.

Include your full (REAL) name and location.

Link to your website, About.Me page or LinkedIn profile.

Do not make your profile private.

ACTIONS AND USAGE



Recommend 3 articles each day that relate to your interests.

@Reply a different professional daily to begin building relationships.

RT and comment on others' content.

Participate in Twitter chats weekly.

Live-tweet from events and conferences.

Comment on current events that relate to your job or industry.

Find and follow 5 new influencers and thought leaders each week.

Share projects you are working on or lessons learned in class or on the job.

BONUS TIP



If you have two accounts, don't mention your personal account on your professional one or vice versa. Saying "Follow me on ____" just leads employers to the profile you don't want them to even know exists.