Twitter CHECKLIST

Use these checklists to audit your own sites or even your client's sites if you are working with clients as a social media consultant. Add notes where needed. This is also a good time to review what you have in your About sections and profiles to make sure everything is up to date.

Do you have an engaging and professional Twitter photo?
Size 81 x 81 pixels
YES | NO

Do you have an engaging and professional Twitter background?
YES | NO

If you have a header photo, is your Twitter bio still readable?
Size 1252 x 626 pixels
YES | NO

Do you have an interesting Twitter bio?
160 characters
YES | NO

Do you have your website listed in your Twitter bio?
YES | NO

Are you tweeting regularly during the day? (Optimal is 5 times per day on average)
YES | NO

Do your tweets link to helpful content? (At least one link per day)
YES | NO

Are you talking to others? (At least one tweet per day that mentions someone else)
YES | NO

Are you using hashtags regularly? (At least once a week)
YES | NO

Are you retweeting others? (At least a few times a week)
YES | NO

What is your percentage of followers/following?
_____ %

Are you regularly following new people each week?
YES | NO

Do you have a link to your Twitter profile prominently located on your website?
YES | NO

Do you have Twitter Lists created?
YES | NO

Notes

Andrea Vahl
Social Media Coach, Speaker & Strategist
Featuring *Grandma Mary*