

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 500 x 500 pixels

YES NO

Do you have an engaging cover photo?

Recommended size 1500 x 500 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 tweeting photos that appear in the Twitter stream? Upload the photos directly to Twitter (uses pic.twitter.com extension)

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



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Featuring
Grandma Mary