Create a Twitter Account

Sign up

1. Go to Twitter.com and click Sign Up.
2. Enter your full name, your phone number (A) or email (B), and create a password.

   **A**
   
   **Join Twitter today.**
   
   **Ritter Example**
   
   **800-769-1847**
   
   **Password**
   
   [Personalize Twitter based on where you've seen Twitter content on the web. Learn more.]
   
   [Sign up]
   
   **OPTIONAL:** If you'd like Twitter to personalize what you see in your new account based on what Twitter content you've looked at in the past, check the box. If not, leave it blank.

   **B**
   
   **Join Twitter today.**
   
   **Ritter Example**
   
   **paige.engle@ritterim.com**
   
   **Password**
   
   [Personalize Twitter based on where you've seen Twitter content on the web. Learn more.]
   
   [Sign up]
   
   **OPTIONAL:** Click Advanced options under the Sign up button. Two checkboxes will appear. If you would like people to be able to find your Twitter account through your email address and/or phone number, leave the boxes checked. If not, deselect them by clicking the boxes.

If you choose your phone number, you will be asked to verify it. Your phone will receive numbers in a text. Fill in the text box using the code sent to your phone.

3. The next window with either ask for (A) your email address or (B) your phone number. This is to further secure your account from hackers. If you’d like to enter your email address or phone number, do so here. If not, click **Skip**.

   **A**
   
   **Enter your email.**
   
   Your email address keeps your account secure, connects you to friends and makes login easier.
   
   **[Email]**
   
   [Next]
   
   [We don't open, and you can change your email settings at any time.]

   **B**
   
   **Enter your phone.**
   
   Your phone number keeps your account secure, connects you to friends and makes login easier.
   
   **[Phone number]**
   
   [Next]
   
   [We will text a verification code to this number. Standard SMS fees may apply. We will never display your phone number to other Twitter users.]
Choose a username

4. Choose a username. We recommend using your name to establish credibility with your clients and other agents, but you can use something else professional, especially if you’re going to start to conduct business with your account. Otherwise, pick what works well for you. **You will be able to change it later.**

Select your interests

5. Then click **Let's go!**

6. Select areas you’re interested in, or search for terms (like Insurance, or Medicare).

7. Click **Continue** in the upper right-hand corner.
8. Twitter will offer to import your Gmail or Outlook contacts to find friends or family who already have Twitter accounts. You can either:
   o Select the mail service provider you want to import from and click **Import [Gmail/Outlook] contacts**
   o Click **No thanks**

9. Next, Twitter will recommend accounts to follow based on your preferences. You can follow the accounts that interest you, or if you want to only use Twitter to follow Ritter, click the ‘Select all’ button to deselect the list of recommendations.
10. A pop up will appear and prompt you to turn on notifications. These are little reminders that appear in your browser. You can either:
   - Click Turn on notifications
   - Click Not now

Fine-tuning your account settings

11. Twitter then will set up your account and take you to your Dashboard, the place where you’ll be able to manage your account and see your timeline.

12. A tutorial popup will appear to help show you around your new account. We recommend reading the tutorial by clicking Next but you can also click Skip All.
13. Twitter will send you a confirmation email (if you didn’t verify by phone) and will redirect you to your Twitter timeline. This is where tweets will show up from the people you follow. Be sure to confirm your email address if it asks you to.

14. Now you need to finish up your profile. This is the place where other users can see your information, tweets, and retweets. On the left, you’ll see your profile completion percentage.

15. The next step is to add your photo or logo to establish some credibility for your account – or skip this step if you want to add it later.
16. Next, fill out a description of who you are or what your business does! Keep it simple, concise, and easy to read. Click **Save**. You can edit this later. If you can’t think of anything, you can skip this step for now by clicking **Skip**.

17. Fill out your birthday or your company’s founding date. Then click **Save**. Or you can skip this step by clicking **Skip**.
18. Lastly, enter your location and choose the option that is closest to you. Then click **Save**, or **Skip** if you’d like to skip that step.

19. This should complete your profile setup! Now you can click **See my profile** to view what others see when they look you up on Twitter.

If you don’t see this message, then either (A) click your profile picture in the left-hand column (if you haven’t chosen a picture, your profile picture will be a camera with a blue background) or (B) click your profile picture in the upper right-hand corner and select **Profile** (if you haven’t chosen a picture, your profile picture will be a camera with a blue background). These are the regular ways you can check in on your profile.
20. Once you’re on your profile, you can edit the options you set up or skipped by clicking **Edit profile** on the right.

21. Here, you can also add a cover photo, which fills the big space at the top of the page behind your profile picture. Choose an image that is high resolution with these dimensions: **1500px by 500px**. If you’re going to use words and images of people, make sure to test your cover photo and center the key elements of the image to the center, so faces and words don’t get cut off. Otherwise, a nice panoramic works well. Just be sure not to use images that don’t belong to you without permission!
Follow companies and people

22. After you’re done setting up your profile, you can follow companies that you want to keep tabs on through Twitter. Use the search Twitter tool in the upper right-hand corner to find users you’re interested in. Here are some profiles we recommend:

**Ritter**
- @RitterIM – Main Ritter account
- @RitterIM_SE – Our southeastern office in Atlanta
- @RitterIM_Midwest – Our midwestern office in Omaha
- @RitterIM_West – Our western office in Scottsdale
- @Medicareful – Our account for sharing senior-focused articles. Perfect for sharing on your own page!

**Insurance News**
- @KaiserFamFound
- @ThinkAdvisor

**More Ideas**
- Carriers you work with
- @AARP and other senior-focused groups
Tweeting

23. Now that your profile is complete, and you’re following other insurance professionals, it’s time to write your first tweet!

24. To add your first tweet, either (A) use the text box on the bottom of your profile, (B) the text box at the top of the page of your dashboard, or (C) use the Tweet button in the top right-hand corner of all Twitter pages.

25. All tweets need to be under 280 characters!
Replying, Retweeting, and Liking

26. Creating your own tweets is not the only way to share or interact on Twitter. You can also reply, retweet, or like something someone else’s post.

a. **Reply** allows you to respond to a person’s tweet publicly. Your comment will be open for all to see, and is found under the **Tweets & replies** section of your profile timeline.

b. **Retweet** allows you to post another person’s entire message on your own profile. You can add commentary to the retweet or just leave it as it is.

c. **Liking** a tweet lets the tweeter know that you liked what they had to say. It will be saved under the **Likes** tab if you want to reference back to it later (remember – your likes are public).

To get a full guide to social media marketing, download our eBook!
Visit AgentSurvivalGuide.com for additional resources.