

Why this book?

Millions of people have signed up for Twitter without the need of a guided book, so why create one? While working with individual and corporate clients to help set-up their accounts, it became clear that Twitter's own set-up could get you started, but it also left the user with a profile that was not optimized for **security** or **brand**. I wanted to create a book that would fill in these gaps and could be easily consumed by busy people. This information is appropriate for individuals, clubs/groups and small business.

This book will teach you how to:

- **Protect your data.**

Twitter is a “free” website. I use quotes because while they don't charge you money to use the site, they profit from your information. The business of Big Data has fuelled the rise of the largest new companies. That means that they need to collect as much information about you as possible in order to maintain their growth. You do need to provide information in order to use Twitter, and this guide will show you where you can limit the extra data Twitter may take from you or your computer.

- **Protect yourself.**

Learn which settings to use to keep your passwords and account protected.

- **Optimize your profile.**

You can use any images as part of your profile and this guide will help you determine which ones will be best for your personal or professional brand.

- **Go beyond the basics.**

Throughout the book are tips and tricks to improve and simplify your experience.

PART 1: SETTING UP YOUR ACCOUNT

This section will walk you through creating a brand new account. If you have already registered for an account, be sure to browse the **Tips** and **Recommendations** for safety and branding suggestions.

Recommended: If possible, sign up using a computer rather than a mobile device because it is easier to access the various settings.

STEP 1: Prepare Your Information

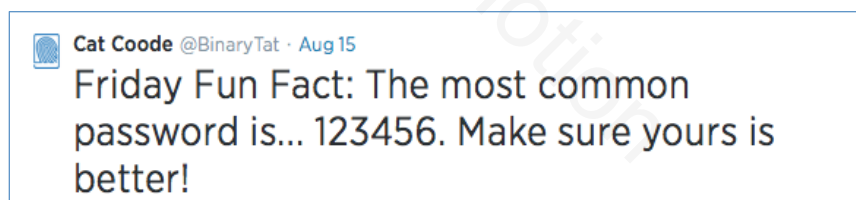
Before you get started on the Twitter website itself, you may want to decide on the information you will use when you sign-up.

- **Email Address**
 - You can only have one Twitter account per email address.
 - When you login after signing up, you can do so with your **handle** (your @name) or your email address.
 - This address **will not be publicly visible to other users, though someone who knows you can search for you by email address.**

- **Full Name**
 - This is the name by which you will be listed in both your profile and beside your tweets.

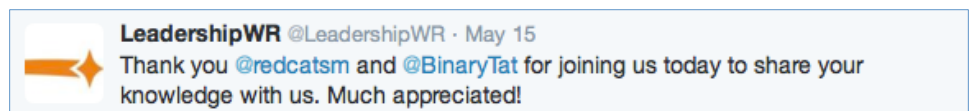
- **Username** (aka. **Handle**)
 - This is the @Name you see when you post, on your twitter URL (website address for your page) and also how people mention you in their tweets.
 - Usernames
 - Must be no more than 15 characters
 - Must be unique—no duplication with a pre-existing **handle**
 - May be changed later.
 - The system will let you know if it is already taken and if so, will help you find a **handle** that is available.
 - Your **full name** and **handle** can be the same:
 - My Name, @MyName
 - OR you can chose to use your personal name and your company name:
 - As an example, my **full name** is *Cat Coode*, my **handle** is *BinaryTat*. When I send a Tweet it comes out with my name.

Tweet:



- When someone else is discussing me, it comes out as my **handle**.

Mention:



Tip: Choose something that is short and not susceptible to easy spelling errors.