Twitter Account Checklist

Below are some suggestions to help guide you through the process of creating a Twitter account for your agency. There is also a companion fact sheet as well as a step-by-step tutorial available in the Resources section of the IACP Center for Social Media (www.iacpsocialmedia.org).

- Create your user name
- Set a strong password
- Insert a profile image (such as a badge or patch)
- Enter the name of your agency
- Enter the location of your agency
- Enter your agency’s Web site address
- Create a bio for your agency (you have 160 characters)
- Enter a contact e-mail address
- Set the background color or image
- Register a mobile device
- Place a link, badge, or widget for your Twitter account on your agency’s Web site

You may contact IACP Center for Social Media staff for additional assistance. See contact information below.