

## Developing a Stellar Twitter Profile: Your Twitter Elevator Speech



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An elevator speech is a short summary used to quickly and simply define a person, profession, or organization and its value. The name "elevator pitch" reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride, or approximately thirty seconds to two minutes. If the conversation inside the elevator in those few seconds is interesting, the conversation will continue after the elevator ride or end in exchange of business card or meeting. Your profile on Twitter is your elevator speech to introduce yourself to potential followers and gain new ones.

Your Twitter Profile includes the following:

- A **Handle/Name** should be relevant and professional, and not using the acronym RWJF.
- A friendly and professional *photo*
- A **bio**. A strong bio can lead to more followers, and is an ideal way to introduce you to others. It helps others know what to expect if they follow you. You have 160 characters to present a concise summary about yourself that may include your title @YOUR COMMUNITY FOUNDATION, and keywords if you have a crisp, compelling purpose around the content you share and your areas of interest.
- A web **URL**. Decide if you would like to add foundation web site link to your staff bio or LinkedIn URL or other link that is a professional bio
- Besides your headshot, you can also update your Twitter profile with a *cover* image. Find a cover image that conveys your expertise and authentic personal brand.

### Tips

1. Your Twitter Elevator speech should reflect your personal brand. Because branding is based in authenticity, you need to understand who you are and what makes you compelling to your target audience—the people who are making decisions about you. As you write your Twitter bio and pick images, think about these questions:
  - *What is your expertise?*
  - *Why should someone follow you? What is the value they will get?*
  - *What hashtags or keywords do you own?*
2. When writing your Twitter Elevator speech, make sure it includes the following:
  - It's **accurate**. *One professional description.*
  - It's **exciting**. *One word that is not boring.*
  - It's **targeted**. *One niche descriptor.*
  - It's **flattering**. *One accomplishment.*
  - It's **humanizing**. *One hobby.*
  - It's **intriguing**. *One interesting fact or feature about yourself.*
  - It's **connected**. *Your organization, hashtag or another social profile*

3. The keywords in your bio are important because Twitter is a search tool, using the right keywords will make it easier for people to find you in Twitter's general algorithm processes.
4. Your profile image should be sized to 400x400 and your cover image 1500 x 500. For the cover image, you are free to choose an image that you feel authentically represents your personal brand. There are many stock image sites (<http://bit.ly/stock-images>) or if you are a photographer, use one of your own. You can rotate your cover images as well key to different campaigns or seasons, if appropriate.
5. When you are happy with your Twitter profile, and have a clear strategy to engage, add a link to your Twitter profile to your Outlook signature, and business card, as a way to help foster connections with those you communicate and work with most often.

### **Additional Reading**

- [\*\*Your Twitter Elevator Speech\*\*](#): The first step in developing your personal brand on Twitter is create a compelling profile or "Twitter Elevator Speech." Beth's blog post offers a step-by-step process.
- [\*\*7 Things to Consider on Your Twitter Bio\*\*](#): This detailed post offers lots of tips of how to make the most of your profile and cover images and how to write a bio that isn't boring.
- [\*\*Boundary Management on Social Media\*\*](#): Academic research on how to navigate between personal and professional profiles on social media.
- [\*\*7 Questions to Ask When Uncovering Your Personal Brand\*\*](#): If you are not authentically yourself on social, you won't be successful. These questions will help you reflect on what makes your personal brand unique.