

# 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 81 x 81 pixels

YES

NO

☐☐

Do you have an engaging and professional Twitter background?

YES

NO

☐☐

If you have a header photo, is your Twitter bio still readable?

Size 1252 x 626 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 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

