



## **Checklist:** Government Twitter Profile Best Practices

See when the next Bootcamp is schedule at  
<http://GovernmentSocialMedia.com/Bootcamp>

- Profile image is official agency seal or logo. It is easily recognizable as the official account
- Profile image is consistent with the avatar used on other social media accounts
- Background image matches branding style used on official agency website and is aligned properly
- Header image has been uploaded and replaces default gray image
- Header image contrasts well with overlay text and is not distracting. Busy images have darker gradient overlay to ensure text is readable.
- Website URL points to agency's official website
- Profile language links to related Twitter accounts if needed by using @\_\_\_\_\_. This becomes a link to that account.
- If describing endorsement policy, do so in the shortest way possible (ex. Follows/RTs ≠ endorsement)
- Profile language links to official social media policy (including how often account is monitored, etc.)
- Profile language describes something unique about my agency (population, slogan, what we do, etc.)