

CREATING A TWITTER PAGE



A Twitter profile is a great way to promote your business, connect with your customers, and build a following online. Having a Twitter profile is free and is a prerequisite if you want to use Twitter ads to promote your profile, increase website views, or get more leads. Think of it almost like your company's storefront on Twitter. Here are four more reasons why you should create a Twitter profile:

1) TWITTER HAS A LOT OF USERS

As of 2019, Twitter has [145 million](#) daily users, 30 million of which are in the United States. [880 million](#) users visit the site each month, and [550 million](#) do so without logging in. Statistically speaking, the [average Twitter user](#) is young and likely to lean to the political left. About 40% of Twitter users are college graduates and make more than \$70,000 per year. More and more people are using the platform to find products, businesses, and services to solve their everyday problems, which means that having a Twitter profile is a free way for potential customers to find you, remember your brand, and share it with their friends. Twitter makes it very easy for you to get your business's name out there and to share your content.

2) YOUR COMPETITOR PROBABLY HAS ONE

Businesses are on Twitter to connect with their customers, and customers want to connect with their favorite businesses. [65.8%](#) of American businesses with more than 100 employees are on Twitter, and [80% of users](#) had mentioned a brand in their tweets. The average Twitter user also [follows five businesses](#), and research shows that users are more willing to buy from businesses they follow. If your competitor is using social media and using it well, you are missing out on big opportunities.

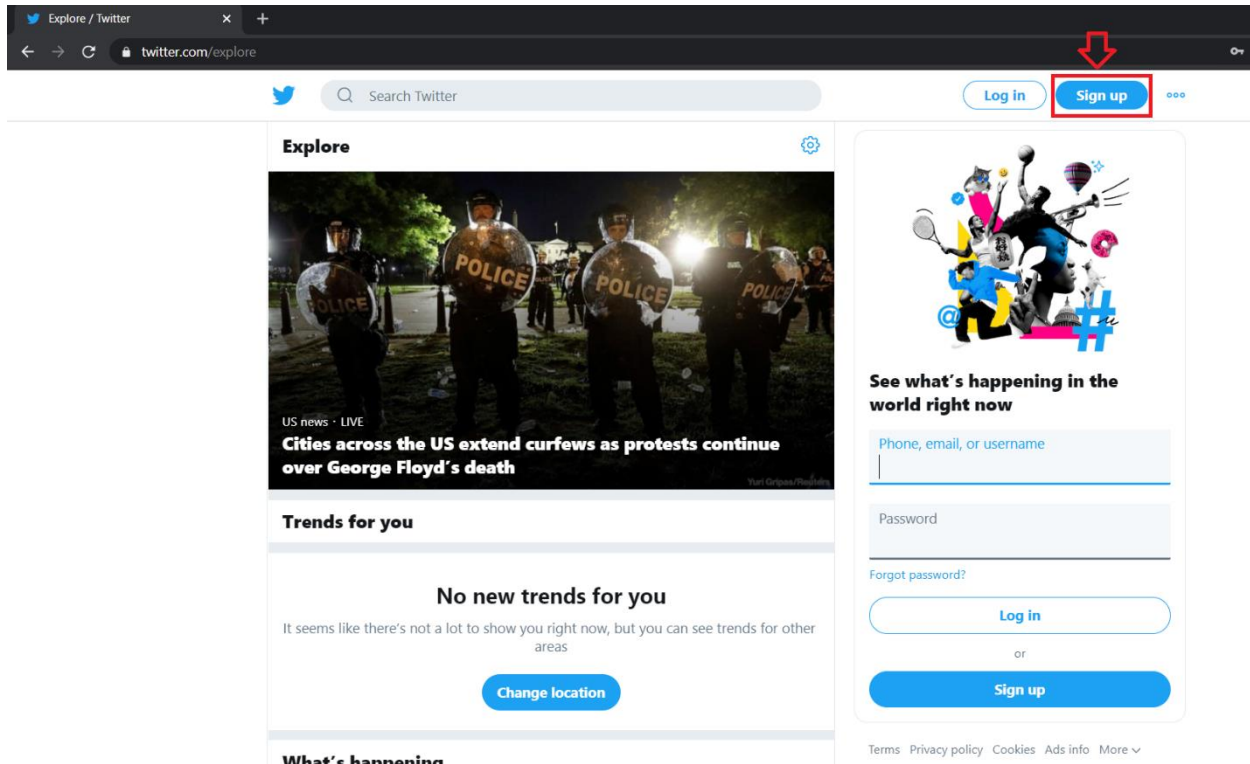
3) SEARCH ENGINE OPTIMIZATION (SEO)

[Content marketing](#) should be a major part of your digital marketing strategy. You can hand-feed your community tips, tidbits, newsworthy items, and interesting events so that when they need your services, you are the first company they think of. This type of content will drive traffic to your website, which tells Google's algorithms that your site is reputable. In the age of "I don't know...Google it!", appearing on page 1 of the search results instead of page 4 can be the difference between life and death for your company.

By [sharing links on Twitter](#), you can amplify your message and share your content with your followers. This will in turn drive more traffic to your site, which will help with SEO. And who knows, your content might even go viral!

4) START A DIALOGUE

Even if you automate certain parts of your social media presence with IcyFire, connections and genuine communication remain important. [77% of Twitter users](#) feel more positive about a brand when their tweet has been replied to. You can use your Twitter profile to start a dialogue with your customers, connecting a face, name, and personality to your brand. If a customer messages you, you can individualize your response. You can also ask fans to give feedback, organize contests and promotions, and ask for them to leave comments. Twitter allows you to engage your target audience and invite them into your business every day.



Step 1. Go to Twitter and click “Sign up” in the top-right corner.



Create your account

Name
A1 Car Repair

13/50

Email
admin@a1-car-repair.biz

[Use phone instead](#)

Step 2. Pick a name for your Twitter account and enter an email that you can be contacted at. Click “Next” when you are finished.

[Next](#)

Customize your experience

Track where you see Twitter content across the web

Twitter uses this data to personalize your experience. This web browsing history will never be stored with your name, email, or phone number.



For more details about these settings, visit the [Help Center](#).

Step 3. Choose whether you accept their cookie policy and then click “Next.”



Step 3 of 5

Create your account

A1 Car Repair

admin@a1-car-repair.biz

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by email or phone number when provided · [Privacy Options](#)

Sign up

Step 4. Make sure all of your information is correct and then click “Sign up.”

[Next](#)

We sent you a code

Enter it below to verify a1_car_repair_example@hotmail.com.

Verification code

815748

[Didn't receive email?](#)

Step 5. Go to your email, copy the verification code, and paste it here. Press “Next” when you are finished.

[Next](#)

You'll need a password

Make sure it's 8 characters or more.

Password

.....

[Reveal password](#)

Step 6. Pick a strong password, then click “Next.”

[Next](#)

Pick a profile picture

Have a favorite selfie? Upload it now.



Step 7. Upload a profile picture for your business. Click “Next” when ready.

[Next](#)

Describe yourself

What makes you special? Don't think too hard, just have fun with it.

Your bio

Car repair shop in downtown Denver. Lambos only. Call 111-222-3333 to book an appointment. Vroom vroom!

103/160

Step 8. Write a short bio (less than 160 characters) about your business. Click “Next” when ready.

[Next](#)

What are you interested in?

Select some topics you're interested in to help personalize your Twitter experience, starting with finding people to follow.

 Search for interests

Added by you

[cars](#)[Lamborghini](#)[repair shop](#)[Denver](#)[Formula 1](#)[nascar](#)[drifting](#)[top gear](#)

Step 9. Choose some topics that you're interested in. This has nothing to do with how you promote yourself; it determines what Twitter puts on your timeline. Click “Next” when you're finished.

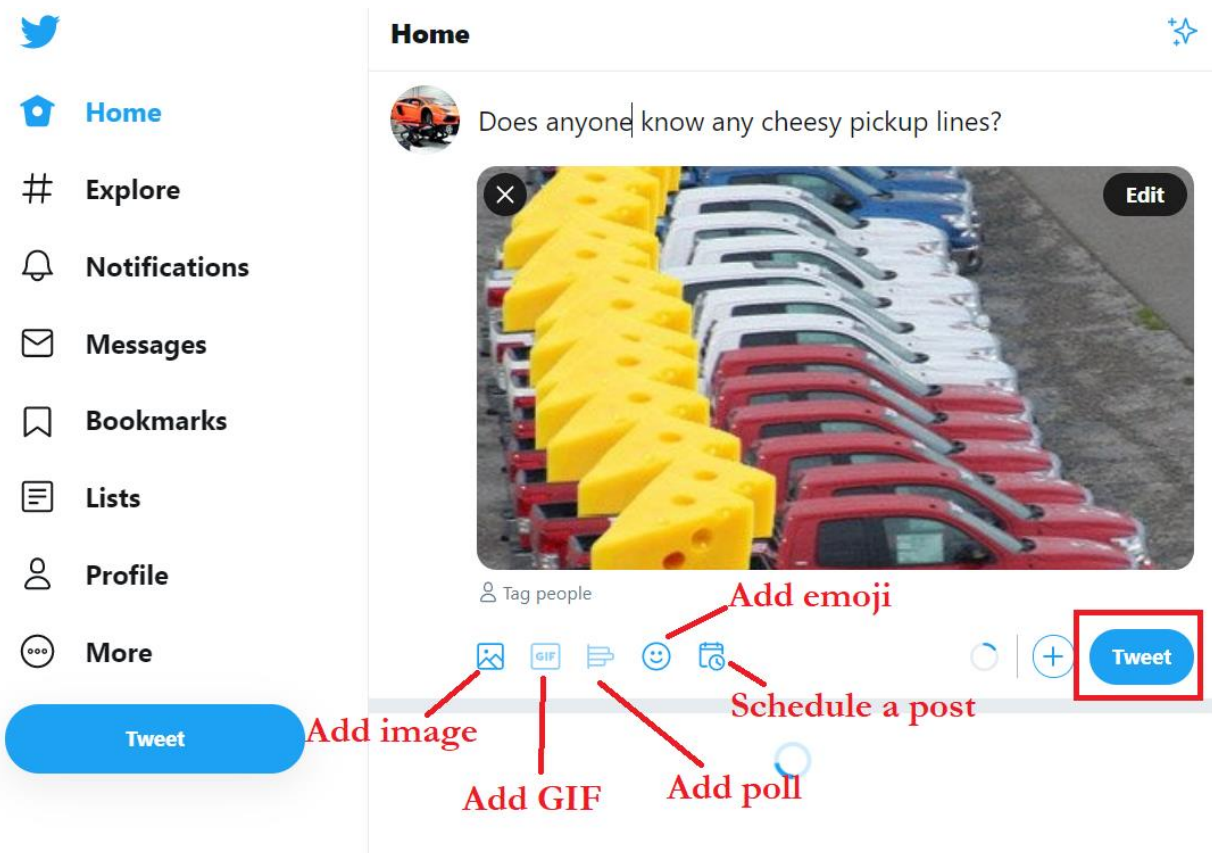


Next

Suggestions for you to follow

When you follow someone, you'll see their Tweets in your Home Timeline.

Step 10. Unless you see an account you want to follow, click “Next.”



Step 11. That's it! Write your first post and click “Tweet” when you're finished. Remember that Tweets can only be 280 characters long, so try to be concise. There are also other options at the bottom that allow you to add images, GIFs, polls, and more.



Home



Explore



Notifications



Messages



Bookmarks



Lists



Profile



More

Tweet



A1 Car Repair
@A1CarRepair1



Lamborghini ✓

6,979 Tweets

Follow



Lamborghini ✓ @Lamborghini · May 24

Options that don't compete appear even more beautiful. Of the two gorgeous Super Sports Cars, which would you choose - the Huracán EVO RWD or the Huracán EVO RWD Spyder?

Read more: lam.bo/Lamborghini_Ve...

#LamborghiniVersus #HuracanEVORWD #HuracanEVORWDSpyder #RewindToRWD



49



299



2.2K



Who to follow



Porsche ✓
@Porsche

Follow

Dreams can be made anywhere. At any time. Even right now. Chase your dreams from home and share using [#DreamsAreMadeAtHome](https://twitter.com/aQT0A0PS6h)

Commenting. The text box icon allows you to comment on a post. They have asked us what we would choose, so let's answer with a comment!



Lamborghini ✓ @Lamborghini · May 24

Options that don't compete appear even more beautiful. Of the two gorgeous Super Sports Cars, which would you choose - the Huracán EVO RWD or the Huracán EVO RWD Spyder?

Read more: lam.bo/Lamborghini_Ve...

#LamborghiniVersus #HuracanEVORWD #HuracanEVORWDSpyder

#RewindToRWD pic.twitter.com/aQT0A0PS6h

Replying to @Lamborghini



The RWD Spyder, no brainer!



Reply

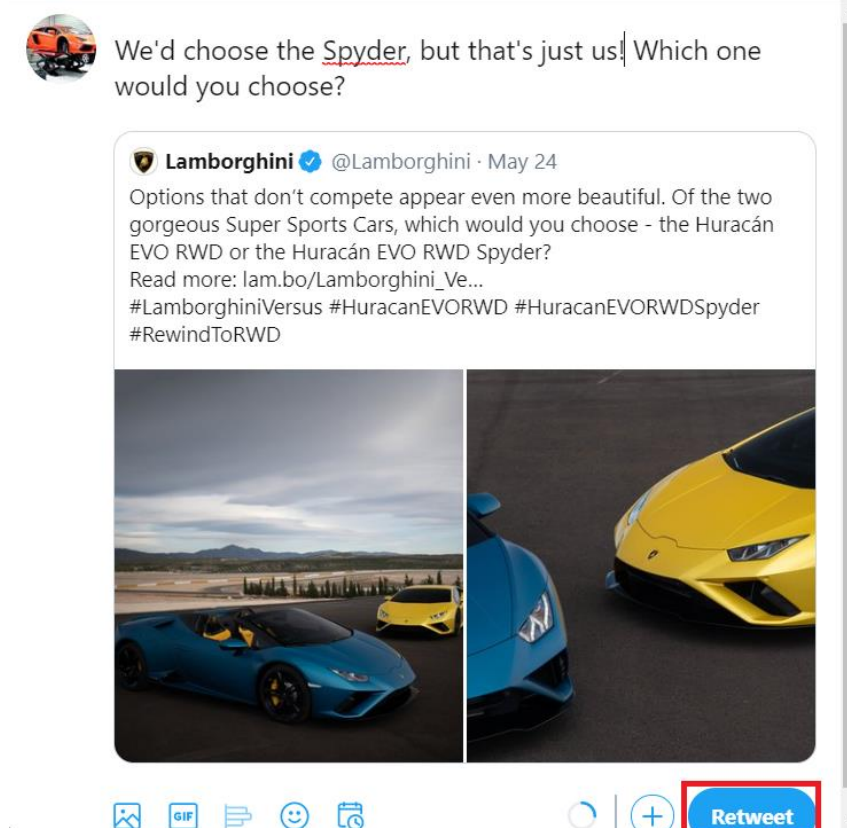


Liking a post. The heart icon allows you to like a post. This shows your approval or support for the message.





Retweeting a post. The cyclical icon allows you to retweet a post, which means bringing it to your timeline and sharing it with your followers. Let's show our followers this cool post, shall we?





A1 Car Repair @A1CarRepair1 · 1m

We'd choose the Spyder, but that's just us! Which one would you choose?



Lamborghini @Lamborghini · May 24

Options that don't compete appear even more beautiful. Of the two gorgeous Super Sports Cars, which would you choose - the Huracán EVO RWD or the Huracán EVO RWD Spyder?

And voila! Now it's on our timeline, visible to all of our followers. Two more things...



Why are so many people buying [#Ferrari](#)? Why don't more people buy [#Lamborghini](#)?



Tweet

Hashtags. Hashtags (#) are used to join a conversation. If you click on [#Ferrari](#) or [#Lamborghini](#), it will take you to other people talking about those things.



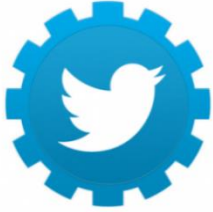
[@Lamborghini](#), why don't you make a model that can fly?



Tweet

Mentions. Mentions (@) are used to talk to someone one-on-one. In this example, I am directly asking this question to the company. If people want to engage with you, they will do this with mentions. You can check this in your “Notifications” tab on the left.

ICYFIRE SETUP



Websites that you view in your browser are optimized for humans. They use colors, buttons, and animations. APIs, or Application Programming Interfaces, are optimized for computer programs. APIs allow programs and scripts to interact purely with the data of a site. We use Twitter's API to publish posts on your company's behalf.

Twitter restricts the use of its API in the following ways:

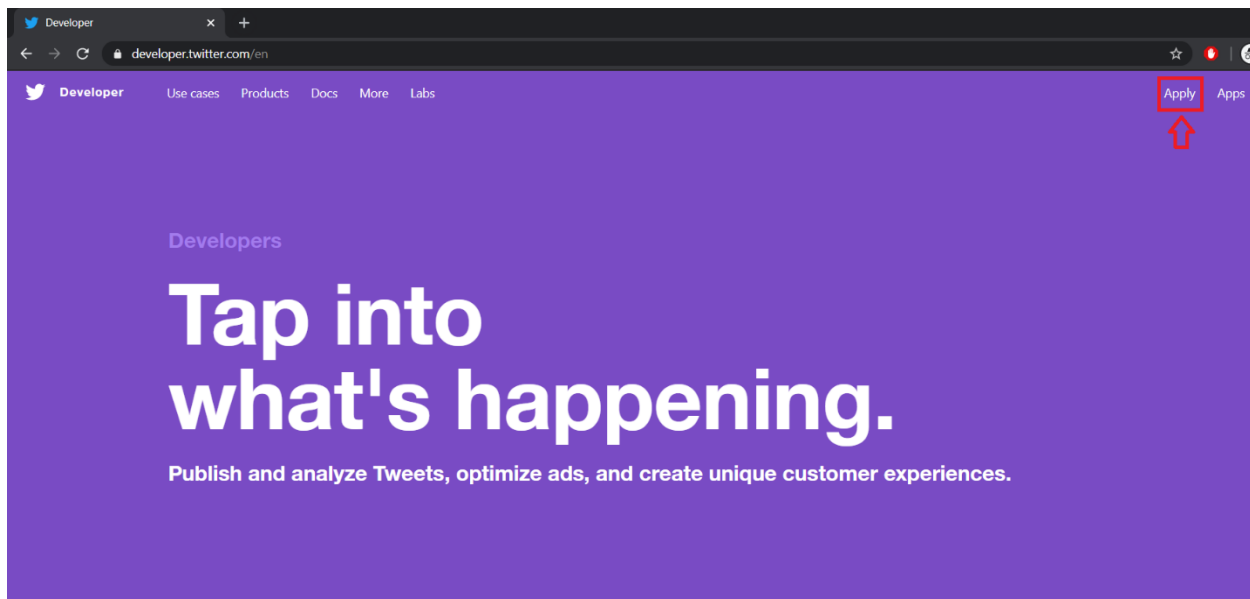
- It restricts how many times a program can access the API in a given time frame (e.g. once per minute).
- It requires app verification, meaning that Twitter employees need to see how the app works and if you are a business, you need to send supporting documentation.
- If you are a third-party app, you can only request certain information. This access to information expires after a while, and you will have to request access again.

Apps that you have previously dealt with have likely gone with the third-party route. Today, we are going to have you do something slightly different and more technical. We are going to have you build your own app (i.e. interface to Twitter's API) and provide us your credentials. Here's why:

- If we operate our own third-party app, we will max out our rate limit very quickly. This will either force us to impose limits on how often you can post or affect our ability to post on your behalf, which would mean breaking our promise to you. However, if you own the app, you will not reach your rate limit (unless you plan to post 80 times a minute).
- If we operate our own third-party app, we will need to periodically re-request permission to post on your profile. This goes against our whole "queue and forget" philosophy. However, if you own the app, you will not have to re-grant permission because it's your profile. You will also have full transparency and have complete control over what happens on your profile.
- If you operate your own app, you are in full control of the app review process. You can also provide Twitter with the necessary documentation to show how you plan to use the software.

Just a heads up, this is going to be more complicated than your average app installation process, but it will benefit your business in the long run. Thanks in advance for your understanding.

If it gets to be a bit much, you can always ask your Agent for help with the setup process. And don't worry, it just gets easier from here. Let's get started!



Step 1. Go to [developer.twitter.com](https://developer.twitter.com/en) and click “Apply” in the top-right corner.

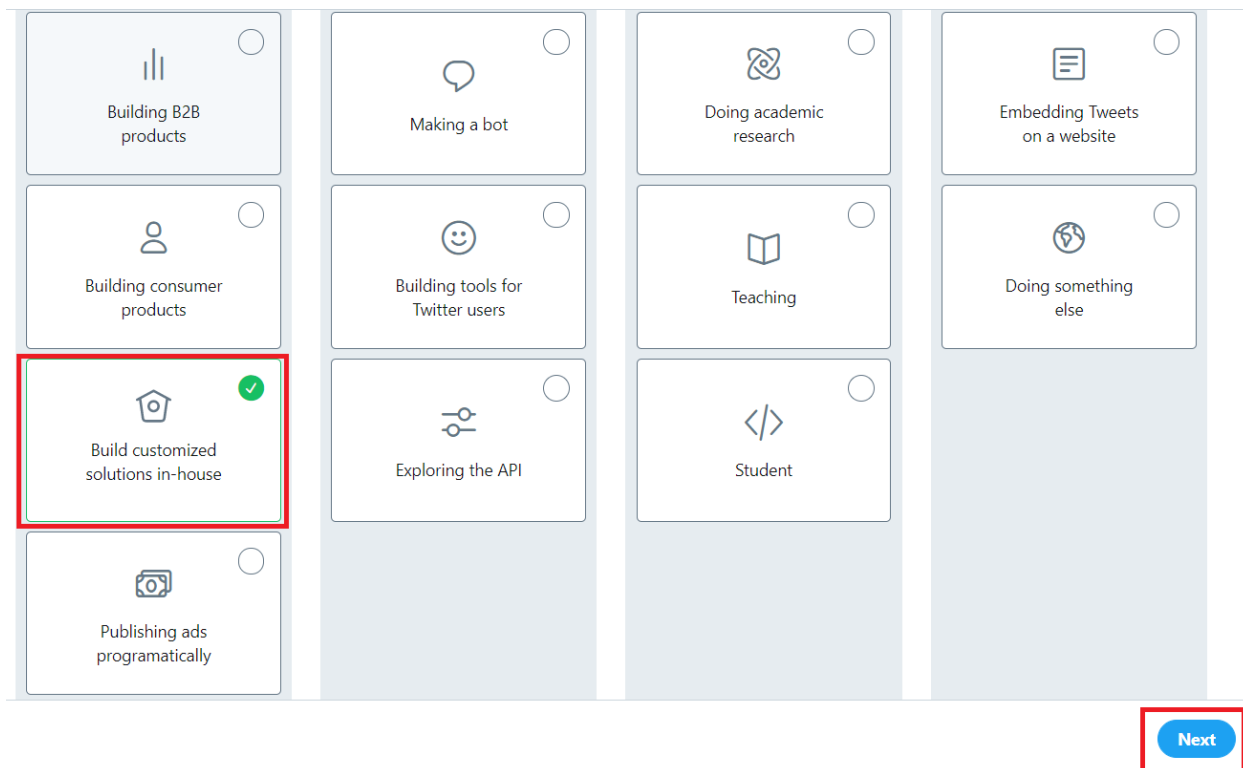
Publish and curate
Get started with Twitter APIs and tools

Apply for access

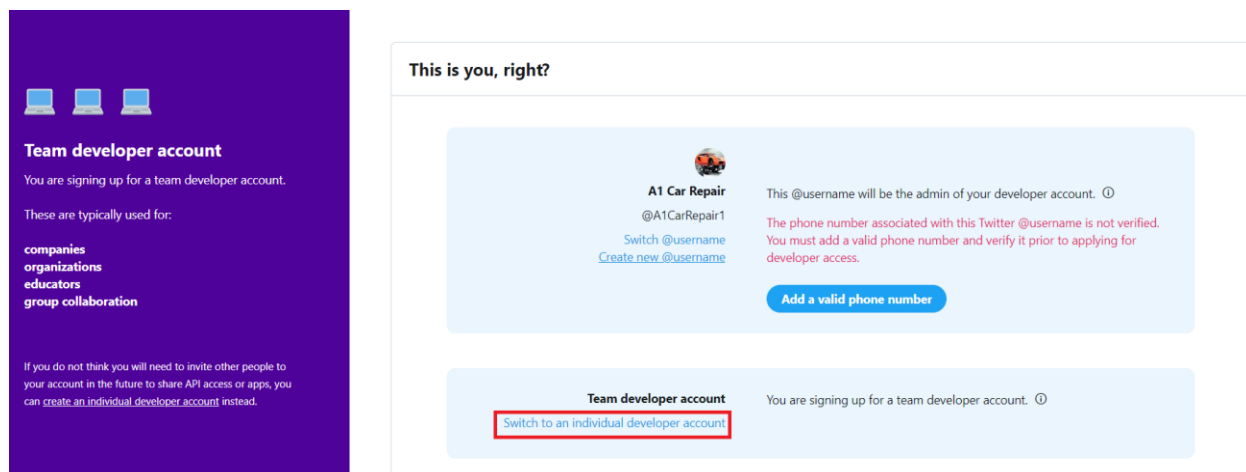
Analyze
Engage
Academic research
All new developers must apply for a developer account to access Twitter APIs.



Step 2. Click “Apply for a developer account.”



Step 3. Select “Build customized solutions in-house” and click “Next.”



Step 4. Unless you want a team developer account, click “Switch to an individual developer account.” Then add a valid phone number and click “Next” in the bottom-right. You will receive an SMS with a code. Enter the code and proceed.

What country do you live in?

United States

What would you like us to call you?

a1_automation

Want updates about the Twitter API?
It's not spammy, we promise. Useful and interesting content only about the Twitter API.

☐ Send me product updates & occasional promotional emails about the Twitter API.

We are constantly working to improve our products and experiences. You may receive occasional emails from our team requesting feedback on your experience.

Back

Next

Step 5. Fill out the required fields. Choose your own creative name, but do not include the name “IcyFire” in it. (It gets difficult to keep track of all the app names if they’re all named IcyFire.)

How will you use the Twitter API or Twitter data?

In your words

In English, please describe how you plan to use Twitter data and/or APIs. The more detailed the response, the easier it is to review and approve.

marketing strategy. We plan to use this for cross-team collaboration, increasing efficiency, and standardizing our messaging and posting schedule. The app will take posts from our queue and use the Twitter API to publish them to Twitter. We have not decided the frequency yet, but the script will probably run at least once a day.

Response must be at least 200 characters



Step 6. Fill in the “In your words” field with the following:

The app will take posts from our queue and use the Twitter API to publish them to our company’s Twitter account. The app will be used to automate parts of our social media marketing strategy. We plan to use this for cross-team collaboration, increasing efficiency, and standardizing our messaging and posting schedule. We have not decided the frequency yet, but the script will probably run at least once a day.

Are you planning to analyze Twitter data?

☐ No

Will your app use Tweet, Retweet, like, follow, or Direct Message functionality?

☒ Yes

Please describe your planned use of these features.

posts for all of our social media networks. They only type their posts once instead of six different times. At a scheduled time, the server will Tweet the post to our company's Twitter account. This will occur once per day. We do not plan to use Retweet, like, follow, or Direct Message functionality at this time.

Response must be at least 100 characters



Do you plan to display Tweets or aggregate data about Twitter content outside of Twitter?

☐ No

Step 7.

Are you planning to analyze Twitter data? – NO

Will your app use Tweet, Retweet, like, follow, or Direct Message functionality? – YES

Employees in our company collaborate to make a queue of posts for all of our social media networks. They only type their posts once instead of six different times. At a scheduled time, the server will Tweet the post to our company's Twitter account. This will occur once per day. We do not plan to use Retweet, like, follow, or Direct Message functionality at this time.

Do you plan to display Tweets or aggregate data about Twitter content outside of Twitter? – NO

Will your product, service or analysis make Twitter content or derived information available to a government entity? – NO

In your words	The app will take posts from our queue and use the Twitter API to publish them to our company's Twitter account. The app will be used to automate parts of our social media marketing strategy. We plan to use this for cross-team collaboration, increasing efficiency, and standardizing our messaging and posting schedule. We have not decided the frequency yet, but the script will probably run at least once a day.
Analyze Twitter data	No
Tweet, Retweet or Like?	Yes

[Back](#)[Looks good!](#)

Step 8. Click “Looks good” in the bottom-right corner.

Developer Agreement

Effective: March 10, 2020

This Twitter Developer Agreement (“**Agreement**”) is made between you (either an individual or an entity, referred to herein as “**you**”) and Twitter (as defined below) and governs your access to and use of the Licensed Material (as defined below). Your use of Twitter’s websites, SMS, APIs, email notifications, applications, buttons, embeds, ads, and our other covered services is governed by our general Terms of Service and Privacy Policy.

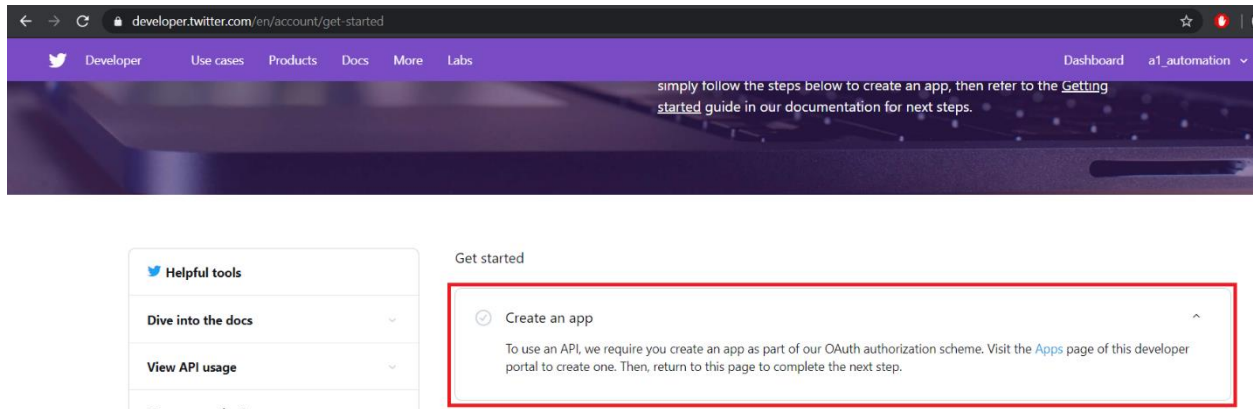
PLEASE READ THE TERMS AND CONDITIONS OF THIS AGREEMENT CAREFULLY, INCLUDING ANY LINKED TERMS REFERENCED BELOW, WHICH ARE PART OF THIS LICENSE AGREEMENT. BY USING THE LICENSED MATERIAL, YOU ARE AGREEING THAT YOU HAVE READ, AND THAT YOU AGREE TO COMPLY WITH AND TO BE BOUND BY THE

☒ By clicking on the box, you indicate that you have read and agree to this Developer Agreement and the Twitter Developer Policy, additionally as it relates to your display of any of the Content, the [Display Requirements](#); as it relates to your use and display of the Twitter Marks, the [Twitter Brand Assets and Guidelines](#); and as it relates to taking automated actions on your account, the [Automation Rules](#). These documents are available in hardcopy upon request to Twitter.

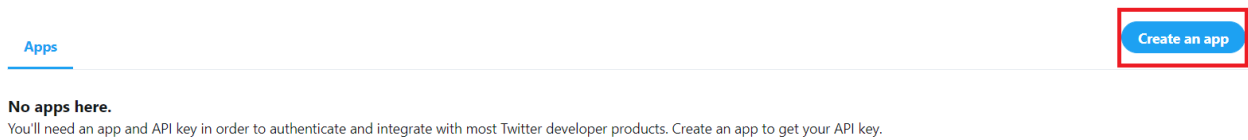
By clicking **Submit Application** you are submitting your application for review. Applications are final and cannot be edited.

[Back](#)[Submit Application](#)

Step 9. Accept the terms and click “Submit Application.”



Step 10. Go to your email inbox and verify your developer account. On the Get Started page, click “Create an app.”



Step 11. Click “Create an app” in the top-right corner.

App name (required) ⓘ

a1_repair_AUTOMation

Maximum characters: **32**

Application description (required)

Share a description of your app. This description will be visible to users so this is a good place to tell them what your app does.

Social media timer for Twitter. Takes posts from a queue and tweets them on Twitter at given intervals.

Between 10 and 200 characters

Website URL (required) ⓘ

https://a1-car-repair.biz

Step 12. Fill in the blanks like so in the application form:

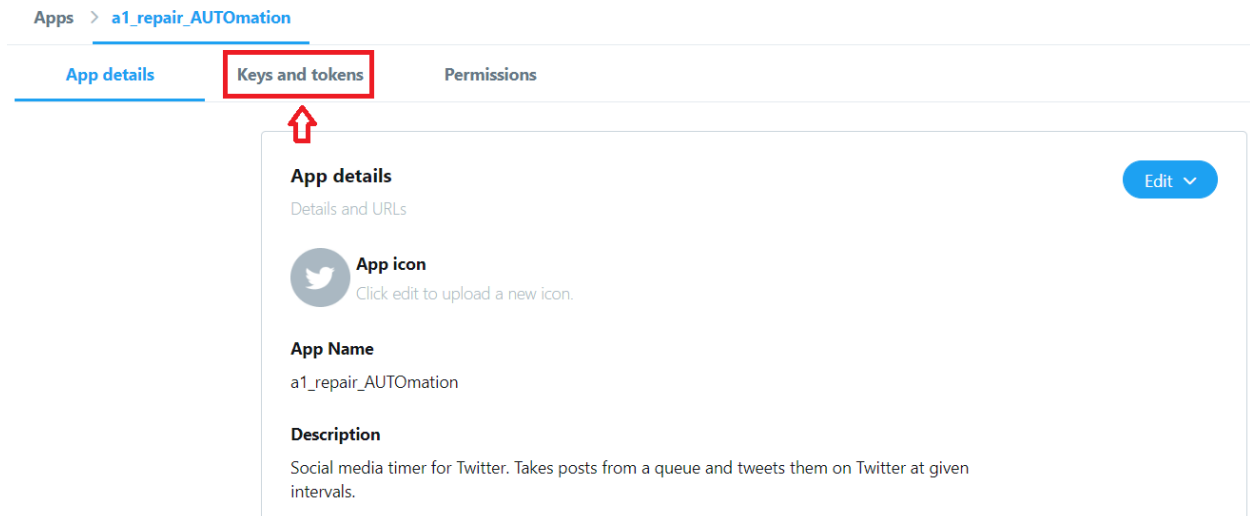
APP NAME: [Choose something creative]

APPLICATION DESCRIPTION: Social media timer for Twitter. Takes posts from a queue and tweets them on Twitter at given intervals.

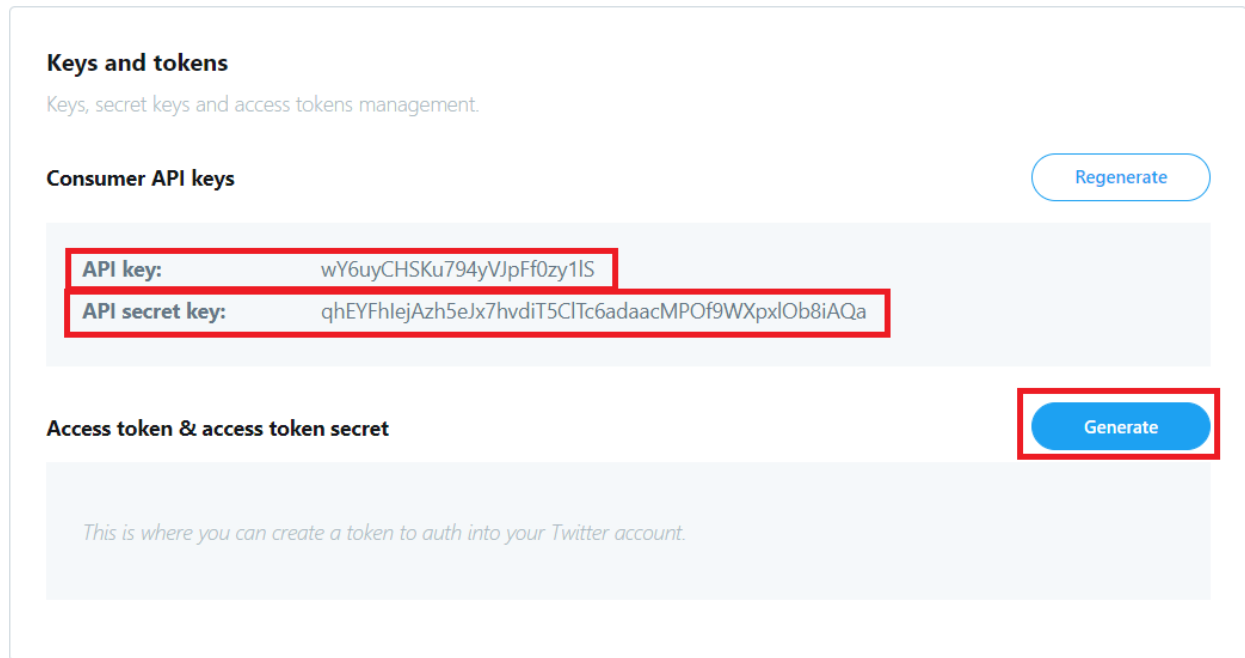
WEBSITE URL: [Your website]

TELL US HOW THIS APP WILL BE USED: Our employees collaborate and create a queue of posts that they want to tweet. In our script, we state the frequency at which we want to post to Twitter. When the script runs, it gets posts from the queue and tweets them at the aforementioned times. This app allows our employees to collaborate and standardize our company's branding, automate parts of our social media marketing strategy, and ultimately be more efficient.

Click “Create” at the bottom of the page when finished. Click “Create” again on the pop-up.



Step 13. Click the “Keys and tokens” tab.



Step 14. Copy and paste the API key and API secret key into a Word document, then click “Generate” next to “Access token & access token secret.”

Please save your tokens

We only show your access token and secret once in order to make your account more secure. You can revoke or regenerate your access token and secret at any time.

You should copy and save the values below since you won't be able to access them again here.

Access token :

1267425771871563778-2ZHNZlnUx6kgQnCvJEwMBj5bHA1e6b

Copy

Access token secret :

dewtNxH6LosjUHQ0rNN04P0UPE3I7XGcyDdEEknS9ayc7

Copy

Close

Step 15. Then copy and paste the access token and the access token secret into the Word document.

Your Word document should look like this (but with different tokens):

API KEY: wY6uyCHSKu794yVJpFf0zy1lS
 API SECRET KEY: qhEYFhIejAzh5eJx7hvdIT5ClTc6adaacMPOf9WXpxlOb8iAQa
 ACCESS TOKEN: 1267425771871563778-2ZHNZlnUx6kgQnCvJEwMBj5bHA1e6b
 ACCESS TOKEN SECRET: dewtNxH6LosjUHQ0rNN04P0UPE3I7XGcyDdEEknS9ayc7

Twitter

New account

Set-up instructions

Connect a new Twitter account

Existing account(s)

ID	Alias	Edit	Delete
Existing timeslot(s)			
Server number	Twitter cred ID	Posting time (UTC)	

Step 16. Go to www.icy-fire.com/register/link-social, go to the Twitter section, and click “Connect a new Twitter account.”

Account alias (e.g. Twitter-1)

Weekdays at lunch (11:01am EST)

Consumer key

wY6uyCHSKu794yVJpFf0zy1IS

(API KEY)

Consumer secret

qhEYFhlejAzh5eJx7hvdIT5CITc6adaacMPOf9WXpxlC

(API SECRET KEY)

Access token key

1267425771871563778-2ZHNZlnUx6kgQnCvJEwMBj

(ACCESS TOKEN)

Access token secret

dewtNxH6LosjUHQ0rNN04P0UPE3I7XGcyDdEEknS

(ACCESS TOKEN SECRET)

Schedule post on Mondays

15:01



Schedule post on Tuesdays

15:01



Schedule post on Wednesdays

15:01



Schedule post on Thursdays

15:01



Schedule post on Fridays

15:01



Step 17. Enter your four Twitter credentials into the appropriate fields, then choose your time slots.

We intend to post on weekdays at 11:01 EST, but notice how we selected 15:01. This is because all of IcyFire's times slots are labeled in [UTC time](#). This may seem strange at first, but it helps all of our users stay on the same page across different time zones.

When you are finished, click "Submit".

Twitter

New account

- [Set-up instructions](#)
- [Connect a new Twitter account](#)

Existing account(s)

ID	Alias	Edit	Delete
2	Weekdays at lunch (11:01am EST)	Edit	Delete

Existing timeslot(s)

Server number	Twitter cred ID	Posting time (UTC)
1	2	Mondays at 15:01 UTC
1	2	Tuesdays at 15:01 UTC
1	2	Wednesdays at 15:01 UTC
1	2	Thursdays at 15:01 UTC
1	2	Fridays at 15:01 UTC

Step 36. If you were successful, you will see your account alias appear under “Existing account(s).” You will also see your reserved timeslots appear under “Existing timeslot(s).” Congratulations, you just linked your Twitter account!

You may want to post more than once a day. If this is the case, you may click “Connect a new Twitter account” just like you did before, use the same credentials, and choose different timeslots. Please use this feature responsibly.