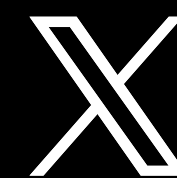


# Build your presence on X



## Why invest in your profile?

Your X profile is how to represent your business in the global town square. When people engage with your posts, they're likely to visit your profile to learn more about your company and products so make sure it's fully complete with all relevant information that a potential customer would want to know.

## Setting up your profile

1. Upload your company logo as your profile photo
2. Upload a header image that showcases your product, service, or store location
3. Ensure that your profile name and @handle are easy to read
4. Include a brief description of your business as your bio, outlining what you offer and what people can expect from your posts on X
5. Include the link to your website and/or your store location, enabling people to purchase from you, learn more, or visit your store in person



## Posting organically on X

### How do I determine my brand voice?

- Start by defining your brand's purpose and values. This will set the foundation for your brand voice.
- Know who you're talking to and what they want. This will help you tailor your brand voice to resonate with them.
- Imagine your brand as a person. What kind of personality does it have? This will help shape the tone and style of your brand voice.

### Connecting with your customers

- X is the go-to platform for people to share their opinions on products/services and contact businesses for customer service.
- Make sure to monitor your mentions and reply to everyone who contacts you.
- Engage with your customers when they post about your business, and encourage them to share photos of your product with their followers.

### What should I post about?

- Post about topics that your customers would care about, whether that's behind the scenes content, opinions on recent trends in your industry, or starting a relevant conversation.
- Make your content feel natural, engaging and conversational. We recommend including a photo or video to help your posts stand out on the timeline.