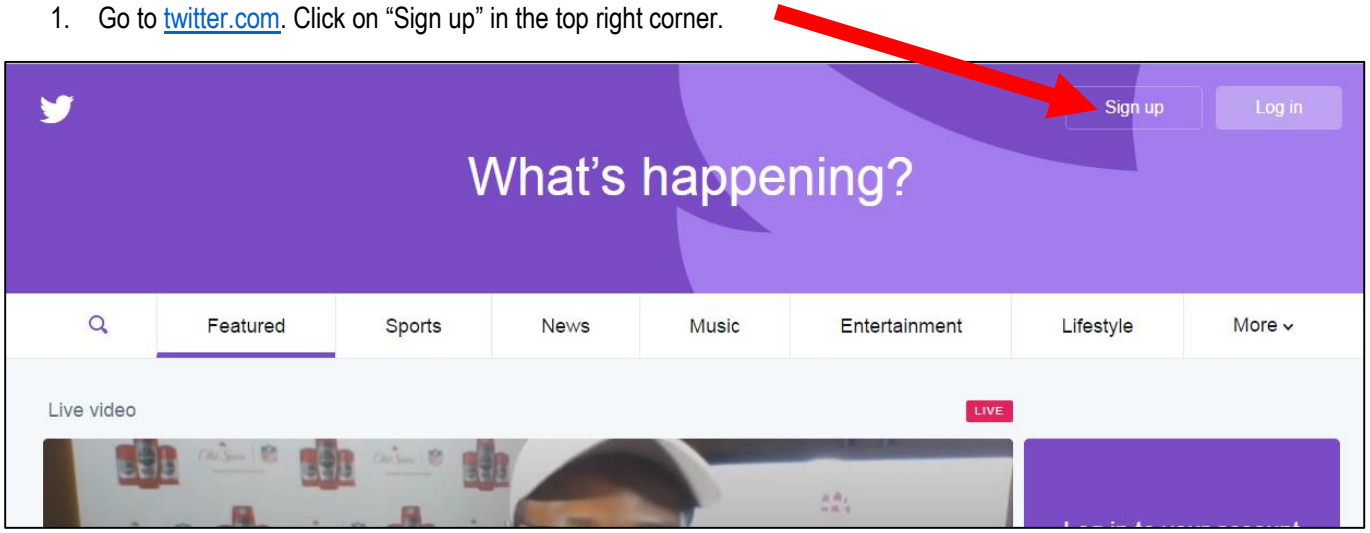
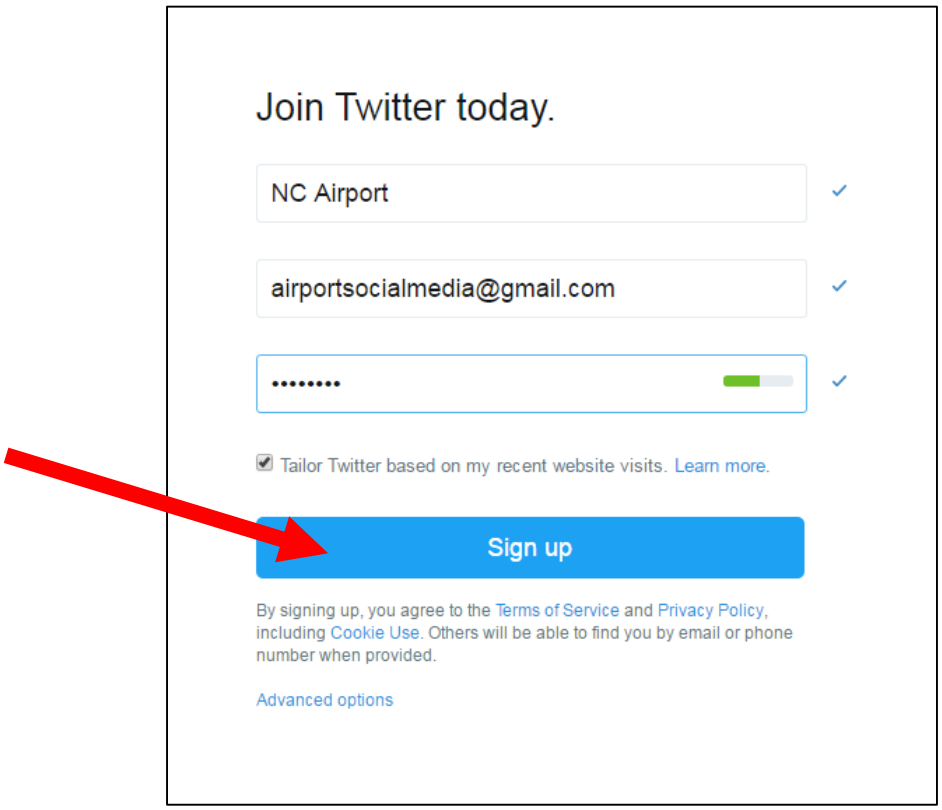
Telling your story – How to set up a Twitter Page

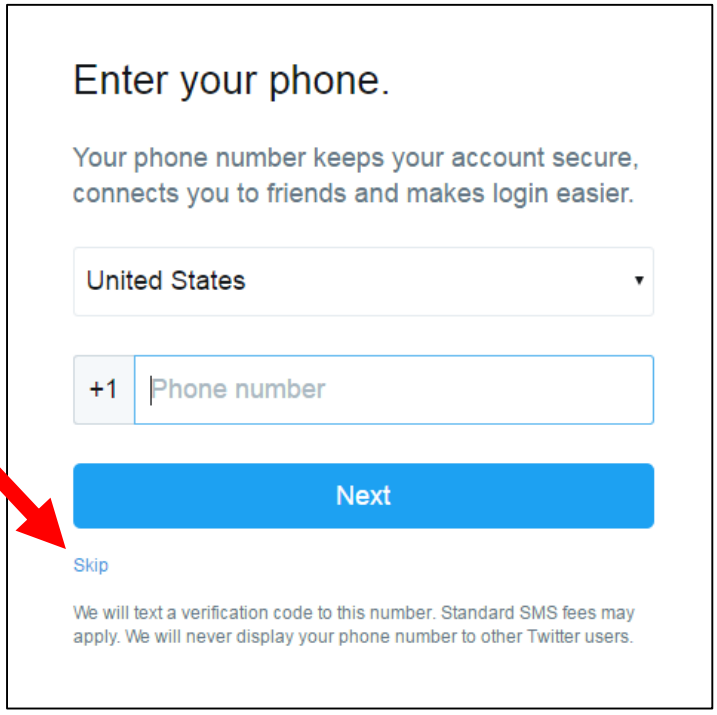
1. Go to twitter.com. Click on "Sign up" in the top right corner.



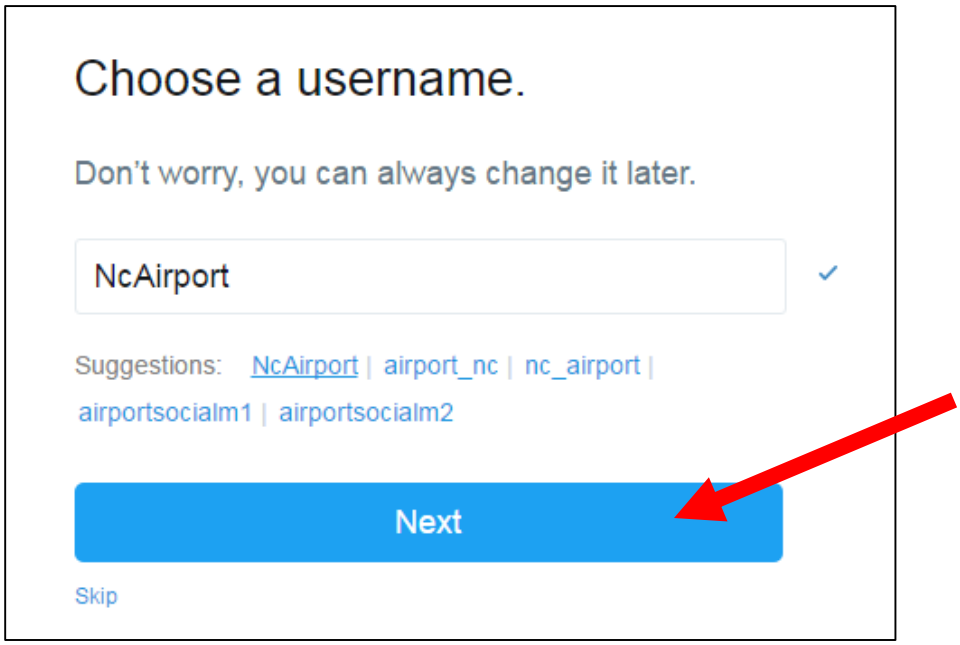
2. Enter the name of the airport, an email address, and password. Then click "Sign up."
   a. Tip: In the event of staff changes, it's best to create an email account to be used for social media accounts (e.g., airportsocialmedia@gmail.com) and have that email forward to whomever is in charge of updating the account.



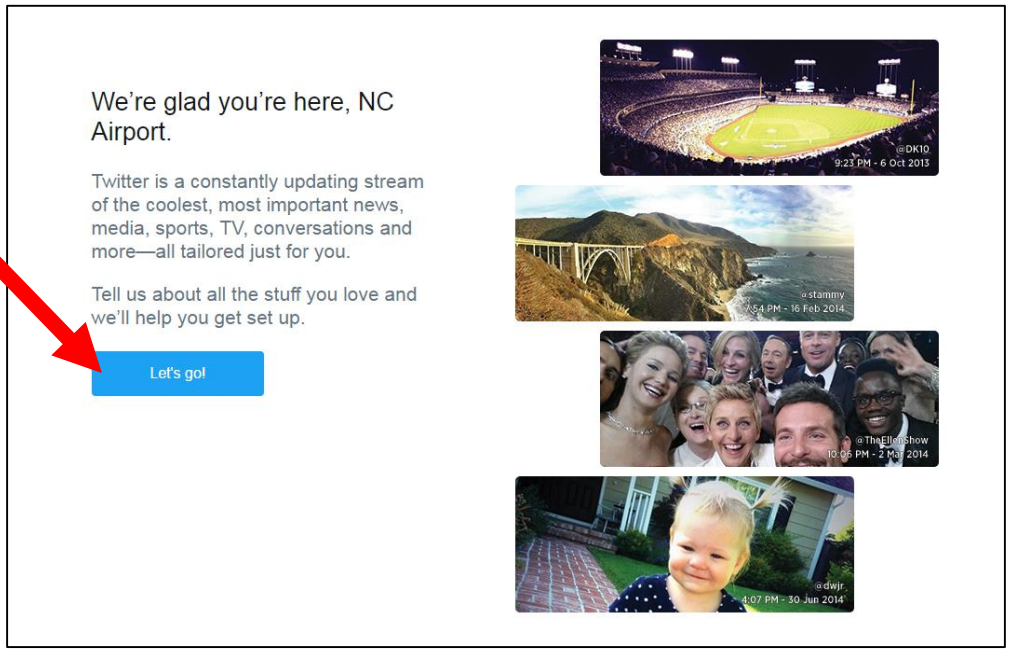
3. The next screen asks for a phone number. The page can be skipped if you do not wish to enter a phone number. If you do enter a phone number, use the office number of the airport.



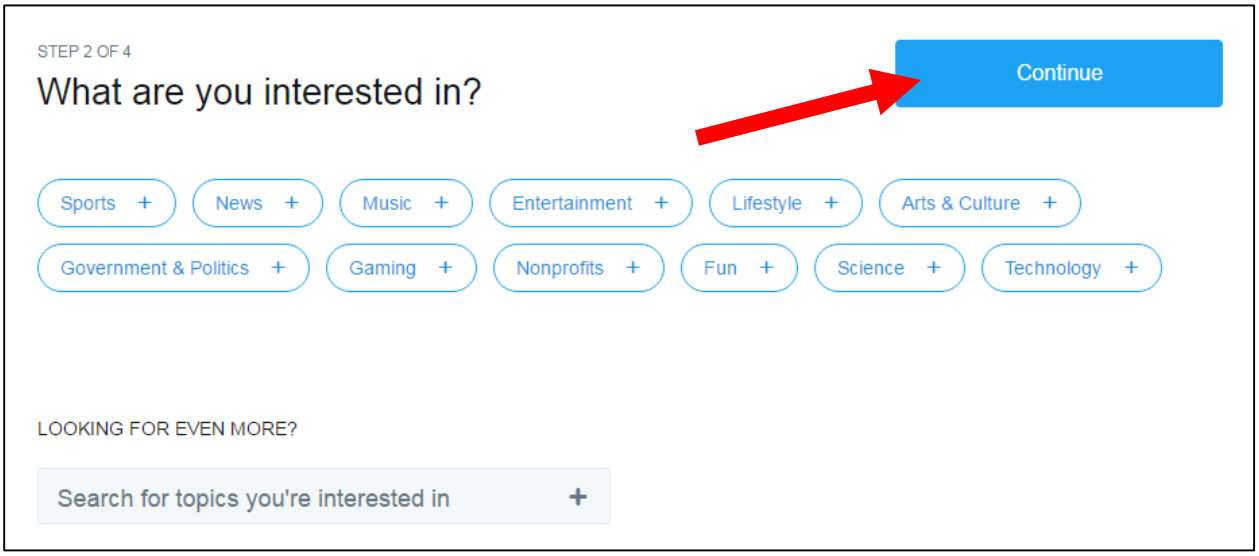
4. Next, you will choose a username. This is what people will use to tag the airport on Twitter. For instance, if the airport Twitter username is NCAirport, when visitors tweet about your airport, they will type @NCAirport and it will show up on the airport feed.
    a. NOTE: The username should be simple and easy to remember. For example, if your title is long, shorten it to include the location of the airport or a shortened version of the airport's name. It is not advisable to use series of numbers or acronyms, which may be hard to remember and find.



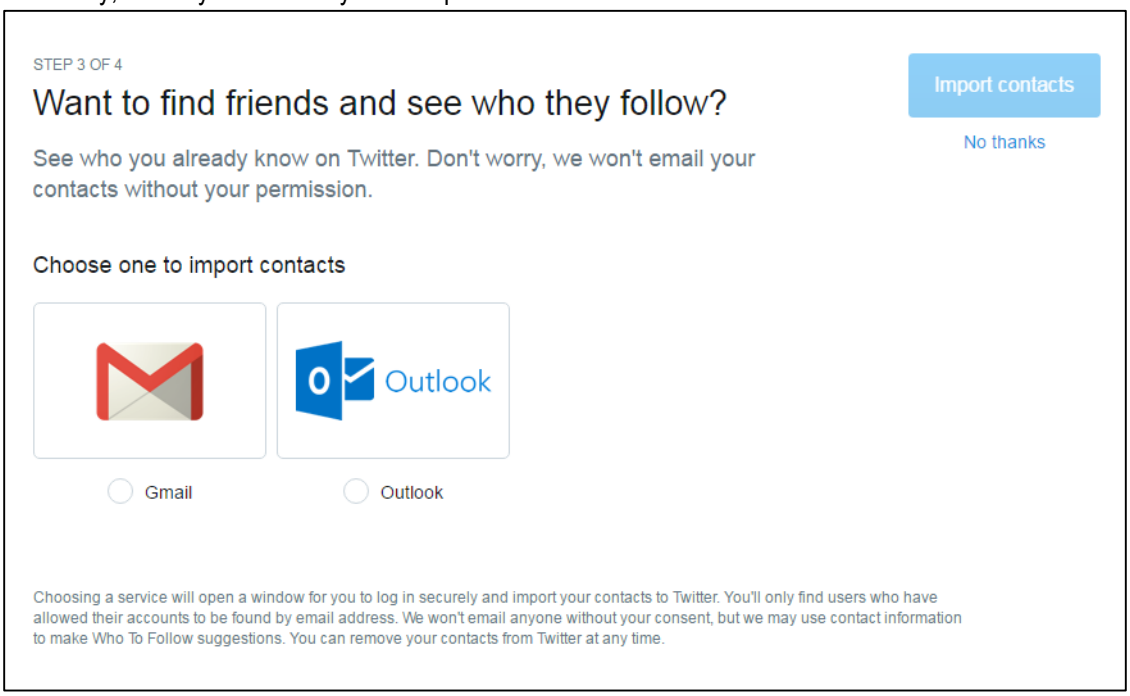
5. The next page is a welcoming message. Click “Let’s go!”



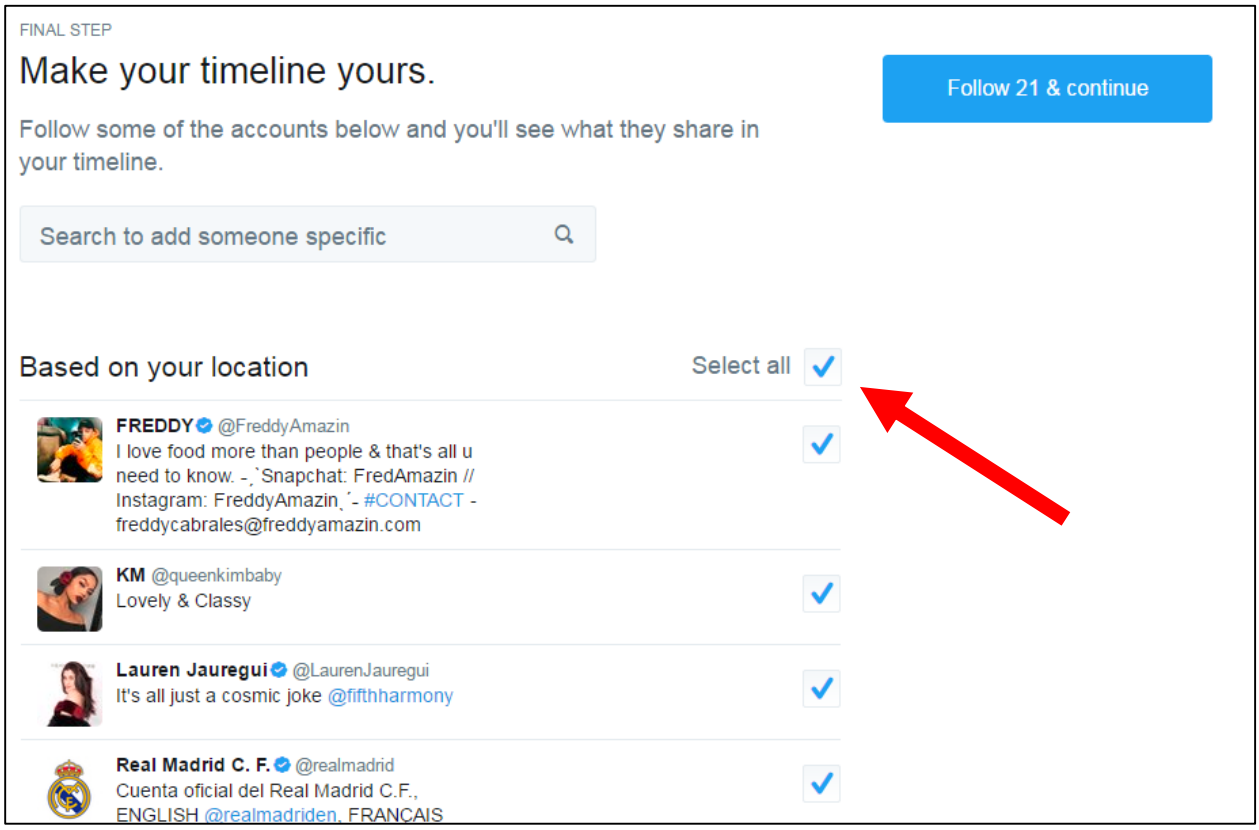
6. The next page is meant to help you find topics or pages on Twitter. You can skip the page by clicking “Continue.”



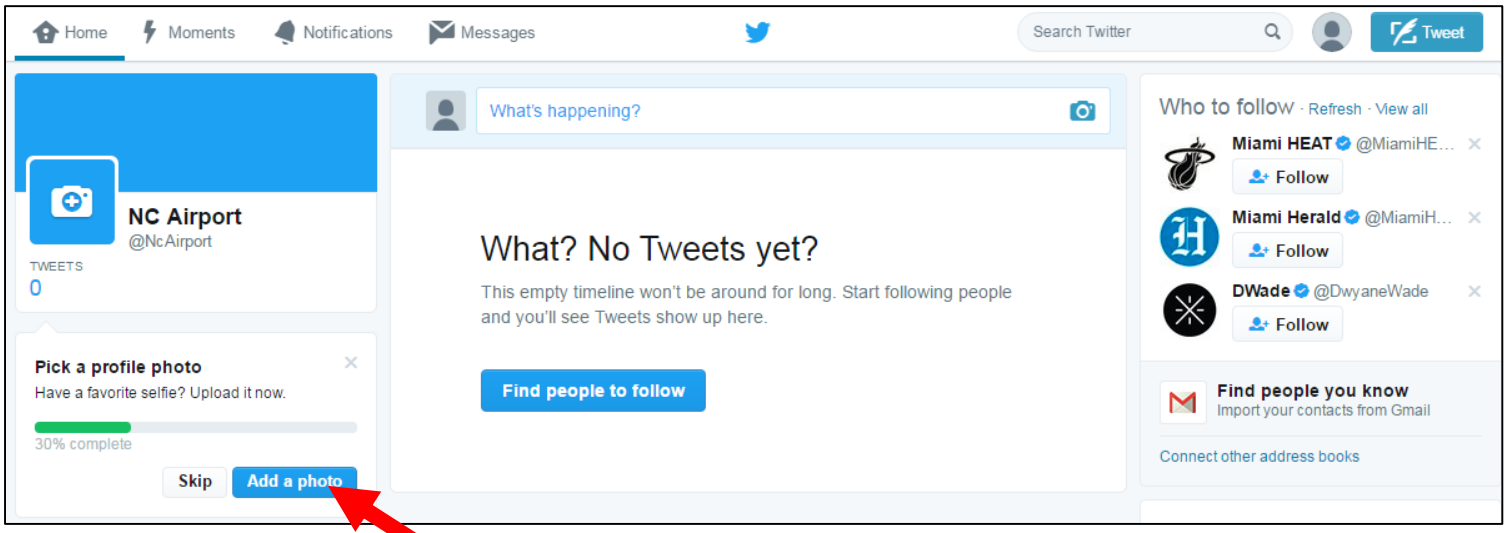
7. The next page is also optional. By logging into your email, you can find other people on Twitter. It is not necessary, but may be useful if you have professional contacts on Twitter.



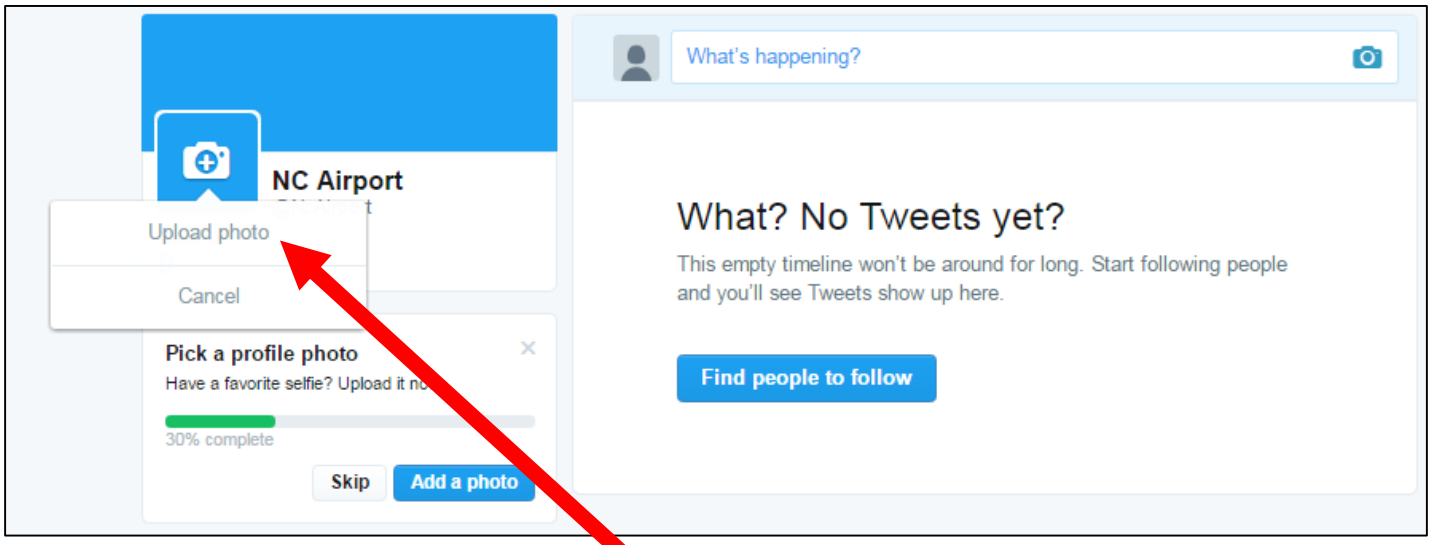
8. The next page lists suggested accounts to follow. By clicking "Select all," you can de-select the accounts and continue to your page.



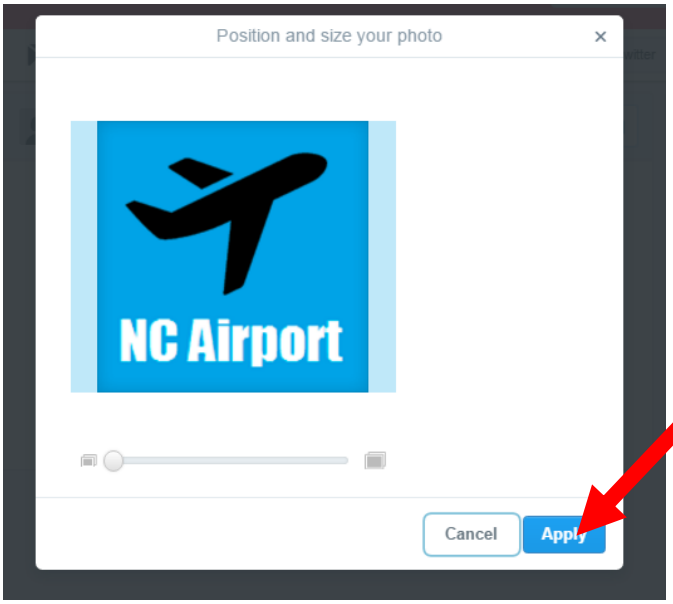
9. Populate the airport page. Start by adding a profile picture. Typically, the profile picture will be the official airport logo.



First, click "Add a photo."

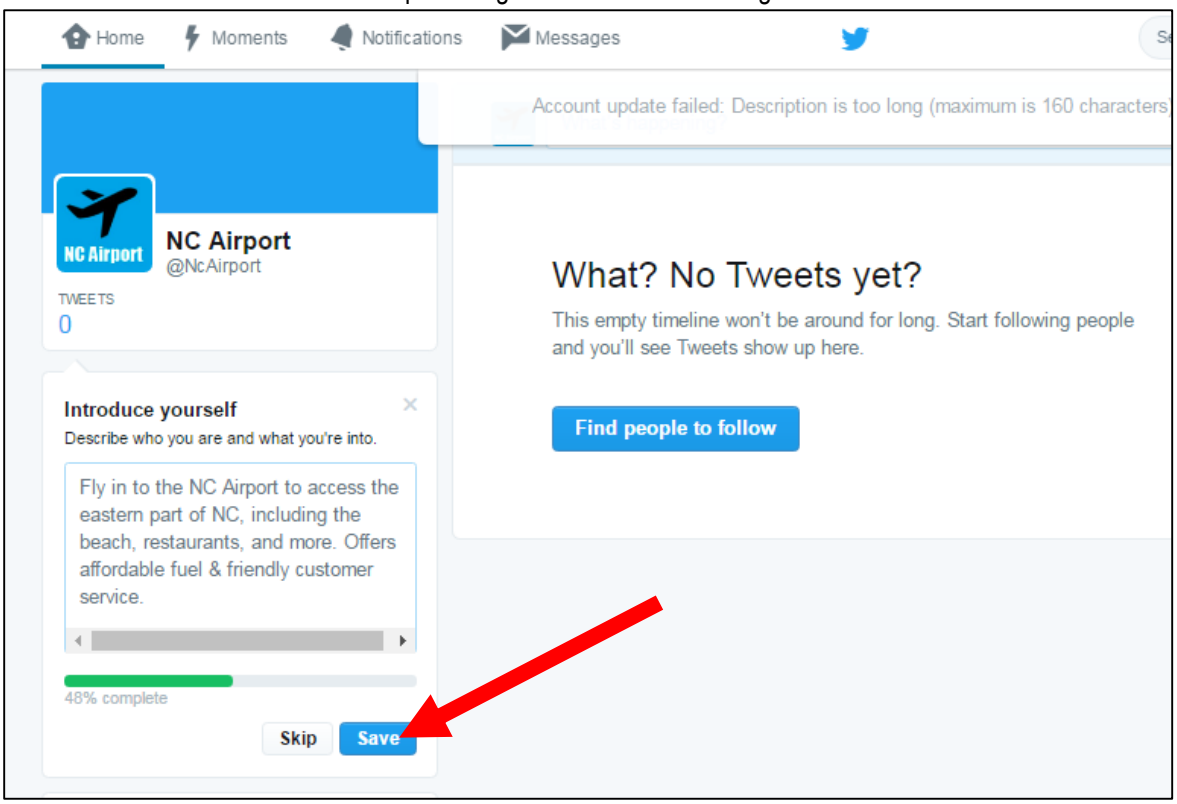


Next, click "Upload photo."

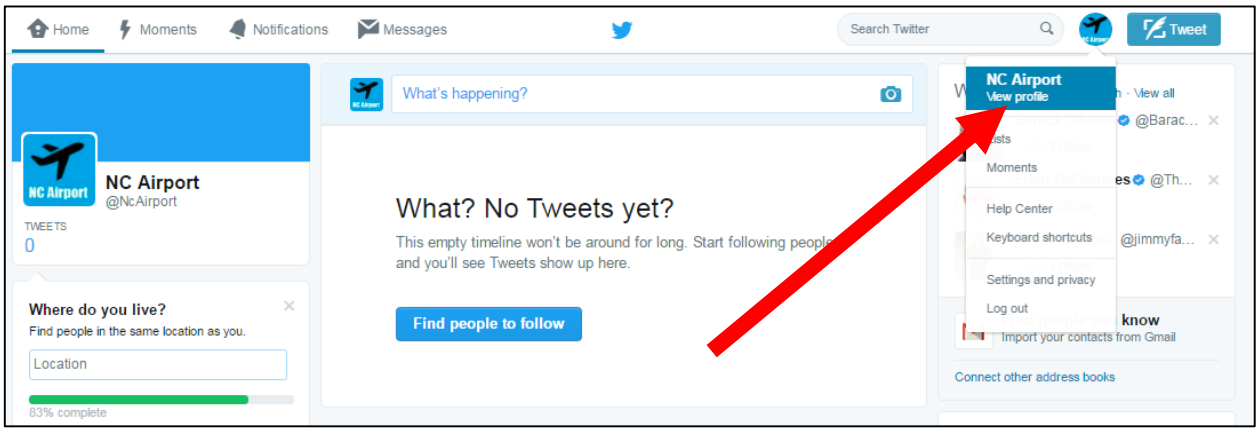


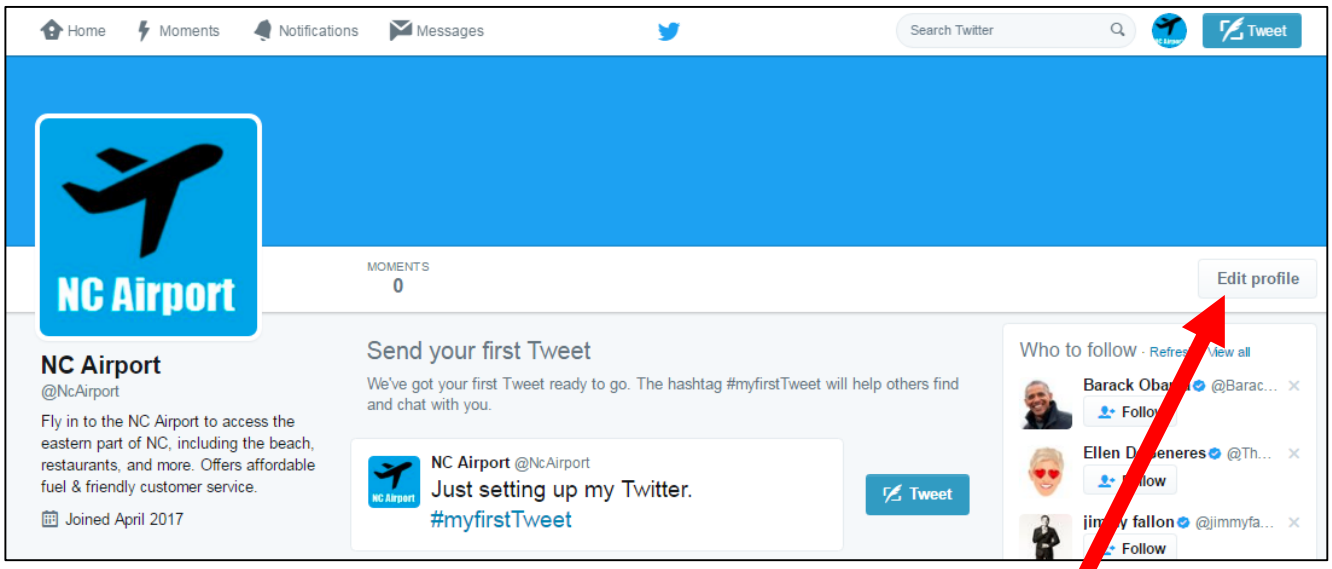
NOTE: Make sure that the whole logo is visible and clear in the profile picture box.

10. Next, enter a short description of the airport. This is a great place to market the airport services and nearby attractions. Note that maximum description length is 160 characters long.

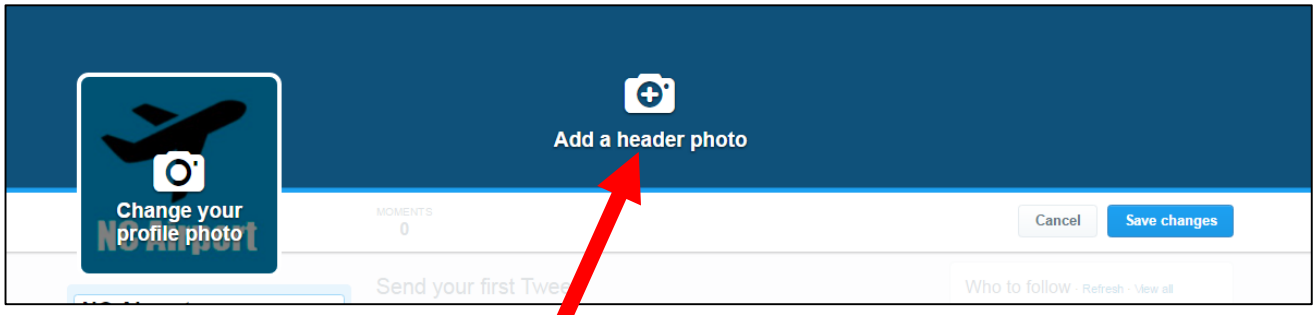


11. Next, add a header photo. Click on the profile icon at the top right to access the airport page profile.

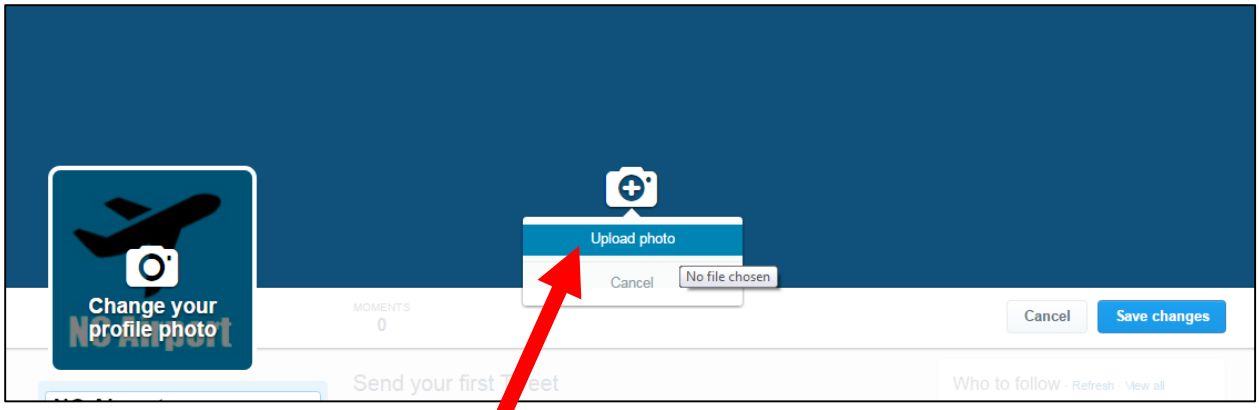




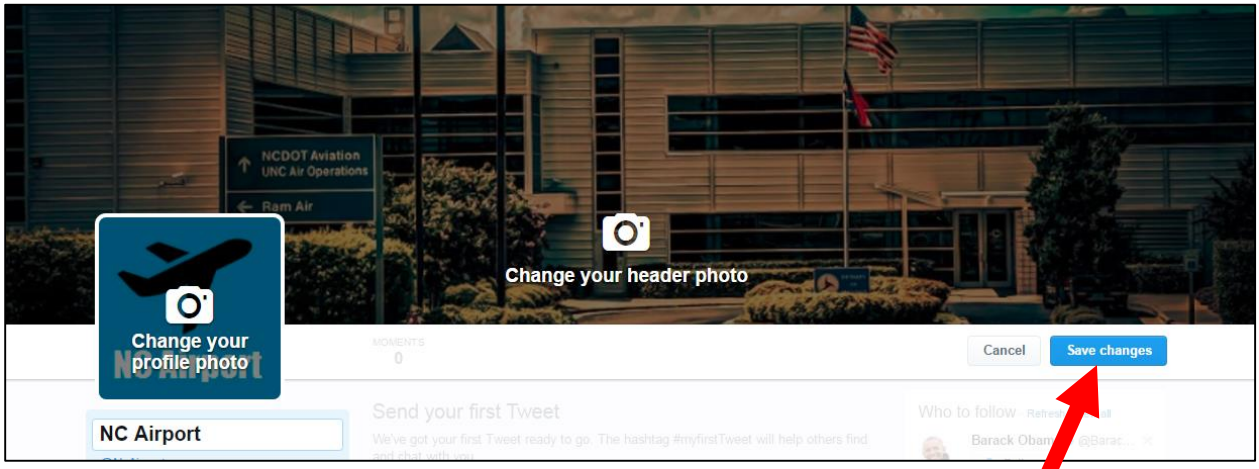
Click "Edit Profile."



Click "Add a header photo."



Upload a clear, professional photo of airport.



Click “Save changes.”