

# Alumni Futures Twitter Profile Best Practice Checklist

www.alumnifutures.com

@alumnifutures on Twitter



Organization Name:

Twitter Account Name: @

## Best Practice

	No	A Bit	A Lot	Yes!
1. Does the profile picture promote our identity, place, or people?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Does the profile picture avoid small (or hard to read) text?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Does our bio say who we are <u>and</u> say what we do?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Does our profile include a URL that links to one of our web presences?	<input type="checkbox"/>			<input type="checkbox"/>
5. Do we reach out beyond alumni, to students, parents, and others?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Do we limit the use of abbreviations for the institution name?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Do we have a hashtag for our institution in the profile (e.g., #AAMU)?	<input type="checkbox"/>			<input type="checkbox"/>
8. Do we mention the names of our Twitter feed authors?	<input type="checkbox"/>			<input type="checkbox"/>
9. Do we include an organizational email address in the profile?	<input type="checkbox"/>			<input type="checkbox"/>
10. Have we made full use of the profile's potential?*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Notes:

\* Do we: Convey information; Sound familiar & inviting; Drive engagement & interaction; Amuse, inform, or inspire?

## SCORING:

# of times you answered "No" (\_\_\_ x1) = \_\_\_

# of times you answered "A Bit" (\_\_\_ x2) = \_\_\_

# of times you answered "A Lot" (\_\_\_ x3) = \_\_\_

# of times you answered "Yes!" (\_\_\_ x4) = \_\_\_

**TOTAL SCORE:** \_\_\_\_\_

Score level: 10-17 = Needs Work! 18-25 = Developing

26-33 = Very Good

34-40 = Top Rank!