◆ Advertising

Your real-time public profile on Twitter
Bringing your best content front and center

1. Profile photo
Represent your brand with a profile photo

2. Header photo
Showcase your brand with a large, rich image

3. Profile bio
Tell your story to profile visitors

4. Pinned Tweet
Highlight your best content at the top of your profile timeline

Getting started: specs
Turn on your new profile page at twitter.com by following the prompts

▸ **Profile photo:** Recommended size: 400x400 pixels. Image is automatically resized to fit

▸ **Header photo:** Recommended size: 1500x500 pixels. Image is automatically resized to fit. Note that the header photo is cropped to a 2:1 aspect ratio on mobile

▸ **Bio:** Up to 160 characters. Your bio is displayed on your profile header under your name and username

▸ **Pinned Tweet:** Click on the "more" option on the Tweet you want to pin and select "Pin to your profile page"

▸ **Tweet previews:** Photo and player Cards appear directly on your profile, and Vines automatically play

▸ **Your best Tweets highlighted:** The Tweets that get people talking are now bigger in size

Tips to enhance your profile

- Upload a prominent header image that reflects your brand or current campaign - the background image will no longer display on your profile page

- Pin your most important Tweet to the top of your profile timeline - consider including media or a Twitter Card to capture attention from your profile visitors

- For vector-based and line art images, we recommend uploading a GIF or PNG. For photo-based images, we recommend uploading a JPG or PNG