Connecting Social Networks How to create a professional X (Twitter) Profile

Similar to Instagram, you can create a professional X profile as a creator or business. A professional profile displays a business category so users can directly see what your business offers.

Example



Why is a professional X (Twitter) Profile important?

A professional X profile helps you build your personal brand, connect with industry professionals and establish credibility in your field. A well-optimized profile increases your visibility and engagement.

With a professional profile, you can also use QuickPromote, which allows you to quickly post ads. This works by promoting one of your published tweets. To do this, you can specify the duration, budget and target audience in just a few seconds.

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With a professional X profile, you will benefit from many more exclusive features in the future.

How do I set up a professional X (Twitter) Profile?

Before you connect your professional X profile with Blog2Social, you need to set it up.

1) Go to your X profile. Click on "Edit Profile".

- a) Make sure your profile is complete: Account name, bio and profile picture.
- b) Do not use profiles for animals, fictional characters, fan or fake accounts.

2) Scroll down, click on "Switch to professional".

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× Edit profile	Save
Name	
Blog2Social	
Bio	
Schedule & share your content on 20 social networks	^
Join more than 70.000 happy users 🛠	~
HDS & Checklists: Drg.ii/Chsis-communi	
Location	
Grevenbroich, Germany	
Website	
https://www.blog2social.com/en/imprint/	
Birth date · Edit	
Add your date of birth	
Switch to professional	>
	\checkmark

3) Click "Agree and continue" to accept the terms of use.

4) Next, select the category for your profile. Note that there are more categories than the ones shown here. Use the search bar and enter your desired category.

Choose the category to display on your profile. P that best describes your account. This will be sho public profile.	ick the one own on your
Q Search categories	
Entertainment & Recreation	\bigcirc
Event Venue	\bigcirc
Dance & Night Club	\bigcirc
Automotive	\bigcirc
Aviation	\bigcirc
Marine	\bigcirc
Beauty, Cosmetic & Personal Care	\bigcirc
Commercial & Industrial	\bigcirc
Education	\bigcirc
Financial Services	\bigcirc

5) Then choose between a company or creator account. There is no difference in functuality so far.

6) That's it! Your professional profile is set up and the desired category is displayed in your profile.

If you want to use the professional profile without displaying the category in your profile, just click on "**Edit profile**" again, then on "**Edit professional profile**". Under this menu item you can also switch between Creator, Business and normal profile or change your category.

← Edit professional profile

Category Software Application

Show category on profile

Switch account type



You can post to professional X profiles in the same way as you post to a regular X profile. <u>Automated posting</u> at your best times with Blog2Social also works with a professional X profile.

To connect your profile, go to "**Networks**" in the Blog2Social menu and click "**Connect Profile**" next to X: <u>How do I connect Blog2Social with my X (Twitter) profile?</u>

Additional helpful guides

- How to purchase the X (Twitter) Add-on?
- How do I create and share a thread on X (Twitter)?
- How to share multiple images in one Social Media Post?

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