

Spring clean your Twitter profile

Spring aesthetics feature sprouting flowers, bright colors, fresh grass, baby animals, and other hints of the fresh and the new. Use spring to depict a lively and light side to your Twitter presence.

Update header photo

Consider this a billboard for your business. Give it some flair, and update it to spotlight your seasonal promotions, events, or top products. The recommended size for a Twitter header image is **1500x500 pixels**. On mobile, it'll be cropped to a 2:1 aspect ratio.

Pick a pinned Tweet

Keep an **important Tweet** at the top of your timeline by pinning it there. This will help make sure visitors to your profile won't miss your latest seasonal news, products, offerings, or events.

Include important store info in bio

If your business has a brick and mortar location, be sure to include your **store address and hours** in your bio.

Select a strong profile photo

Make sure your profile photo visually represents your business or brand, and fits well in a small space. This image isn't just on your profile page; it will be shown as the icon in every Tweet you post. The recommended image size for your profile pic is **400x400 pixels**; the image will be resized to fit.

Include a website link in bio

People are looking for ways to find out more information and purchase products. Make sure your bio features a **link to your website**.

