

How to Create a Twitter Account

Twitter is a useful tool for engaging with potential clinical candidates. Engagement rates for Twitter have grown 151% in 2017, so Twitter is a growing platform that potential participants are moving toward. Twitter can be used to advertise clinical trials as well as announce new medical information and breakthroughs. Twitter ads are focused on educating and raising awareness. In order to advertise on Twitter, you must have a Twitter account. Follow the steps below to get started advertising on Twitter.

1. Copy and paste the following web address into the browser: <https://twitter.com/signup>
2. Click the box that says "Name"

Create your account

Name 0/50

Phone

[Use email instead](#)

Date of birth
This will not be shown publicly. Confirm your age to receive the appropriate experience.

Month Day Year

3. Type the name of the person or organization who is registering for the account
4. Click the box that says "Phone" and type the phone number to be associated with the account

Create your account

Name 0/50

Phone

[Use email instead](#)

Date of birth
This will not be shown publicly. Confirm your age to receive the appropriate experience.

Month Day Year

5. Click "Use email instead" to alternatively register the account under an email address (recommended)

Create your account

Name

0/50

Phone

[Use email instead](#)

Date of birth
This will not be shown publicly. Confirm your age to receive the appropriate experience.

Month Day Year

6. Enter Date of Birth of the person registering for an account

Create your account

Name

0/50

Phone

[Use email instead](#)

Date of birth
This will not be shown publicly. Confirm your age to receive the appropriate experience.

Month Day Year

7. Click the blue "Next" button in the top right corner



Create your account

8. Leave the blue box checked if it is acceptable for Twitter to track browsing history. Deselect the blue box if browsing history should not be tracked

Track where you see Twitter content across the web

Twitter uses this data to personalize your experience. This web browsing history will never be stored with your name, email, or phone number.

9. Click the blue "Next" button in the top right corner



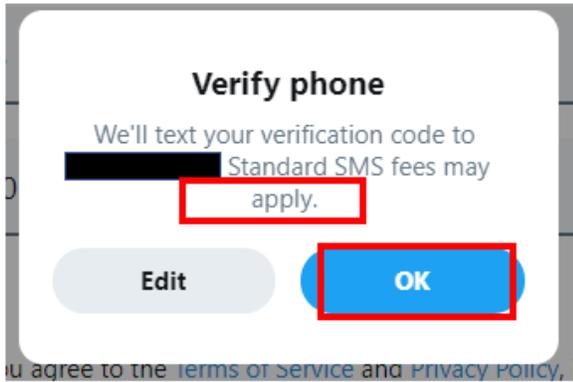
Create your account

10. Verify the name, phone/email address, and date of birth information.

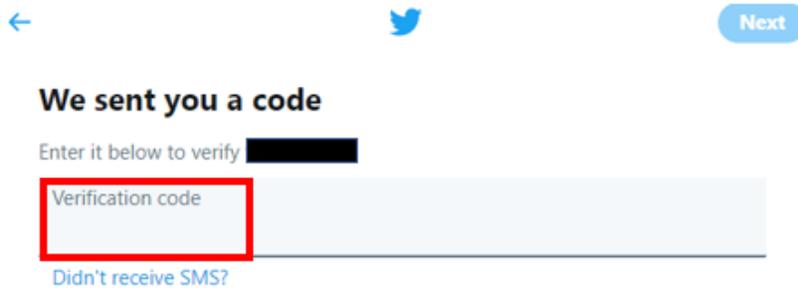
11. Click the blue "Sign up" button

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by email or phone number when provided - [Privacy Options](#)

12. The web browser will ask permission in a pop-up to verify either phone or email. Click OK.

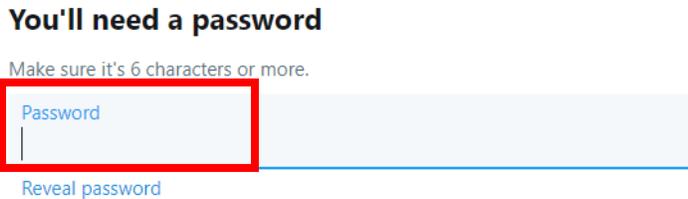


13. A verification code will be sent either as a text or email. Type the code into the box.



14. Click the blue “Next” button in the top right corner

15. Enter a Password with 6 or more characters.

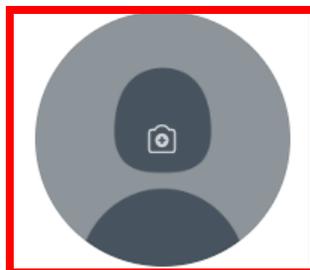


16. Click the blue “Next” button in the top right corner

17. Click on the gray person icon to add a profile picture.

Pick a profile picture

Have a favorite selfie? Upload it now.



18. Click the blue “Next” button in the top right corner

19. Type a short description of the page under “Your bio.” This must be 160 characters or less.

Describe yourself

What makes you special? Don't think too hard, just have fun with it.

Your bio

0/160

20. Click the blue “Next” button in the top right corner

21. Click on categories that correspond with the account’s purpose. For example, health research would correspond with the category “Health”. Choose as many as desired or appropriate.

What are you interested in?

Select some topics you're interested in to help personalize your Twitter experience, starting with finding people to follow.

Search for interests

Sports

NFL NBA MLB Soccer NHL Show more +

News

Weather History Politics Health General News

Show more +

22. Click the blue “Next” button in the top right corner

23. Click “Follow” if you want to follow any of the suggested accounts.

24. Click the blue “Next” button in the top right corner

25. Click “Allow notifications” if the account should send alerts of updates (e.g. new followers)



Turn on notifications

Get the most out of Twitter by staying up to date with what's happening.

Allow notifications

Skip for now

26. The account has been created.