Step 1: Create a Twitter account.
1. Go to Twitter.com, enter your name, email, and create a password under the “New to Twitter?” box.
2. On the next screen you will get to choose your Twitter username (often referred to as your “Twitter handle”). This is an important step in the registration process and one where you will have to make some important decisions.
   a. Is the account going to represent you as an individual (@JohnDoe), you as a pharmacist (@JohnDoeRPh), or your pharmacy (@JohnsPharmacy).
   b. The good news? You can change your username/handle at any time.
   Through the account settings page on Twitter, you can add a profile picture and a background image.
   a. For a profile picture, you might use a picture of yourself or your pharmacy logo. Remember, these pictures show up very small, so pick something simple.

Step 2: Follow others.
1. Besides tweeting about everyday activities, many organizations and companies use Twitter to provide helpful, up-to-date information to their followers.
2. Search for new users to follow from the search bar near the top of the Twitter page. Simply click the “Follow” link and their tweets will be added to your Twitter feed.

Step 3: Tweet.
1. To tweet, simply write your thoughts in 140 characters or less.
2. You mention other Twitter users in your tweets using the @ symbol.
3. You can also share others tweets, also known as retweeting, by clicking the retweet button. This will share that user’s tweet with all of your followers.

In case you haven’t heard of Twitter, it is a growing social networking site that allows users to post, view, and share thoughts in 140 characters or less. Twitter is used by everyone—from celebrities, CEOs, small businesses, and bloggers to individuals like you. Twitter can be used for many different purposes. The main two functions are to write your own tweets to share with others and to follow other users to read what they have to share. Beyond this, the functionality of Twitter is endless.

Invest 3 minutes to join Twitter then enjoy quick and timely access to tips that will make your front-end more profitable. Read the instructions below and you will be on your way to sharing and learning!

NCPA on Twitter:
@CommPharmacy
Updates from the Association on important issues facing independent pharmacy.

@NCPAGabe
Insights from NCPA’s Store Operations and Marketing guru.

@NCPAMeetings
Important tweets about upcoming NCPA meetings and conventions.

@WPopomaronis
Thoughts on how to help make your pharmacy more profitable.

One great thing about Twitter is that you can use it passively to gather information without feeling obligated to share your own information. But if you decide to join the Twitter conversation, getting started is easy.