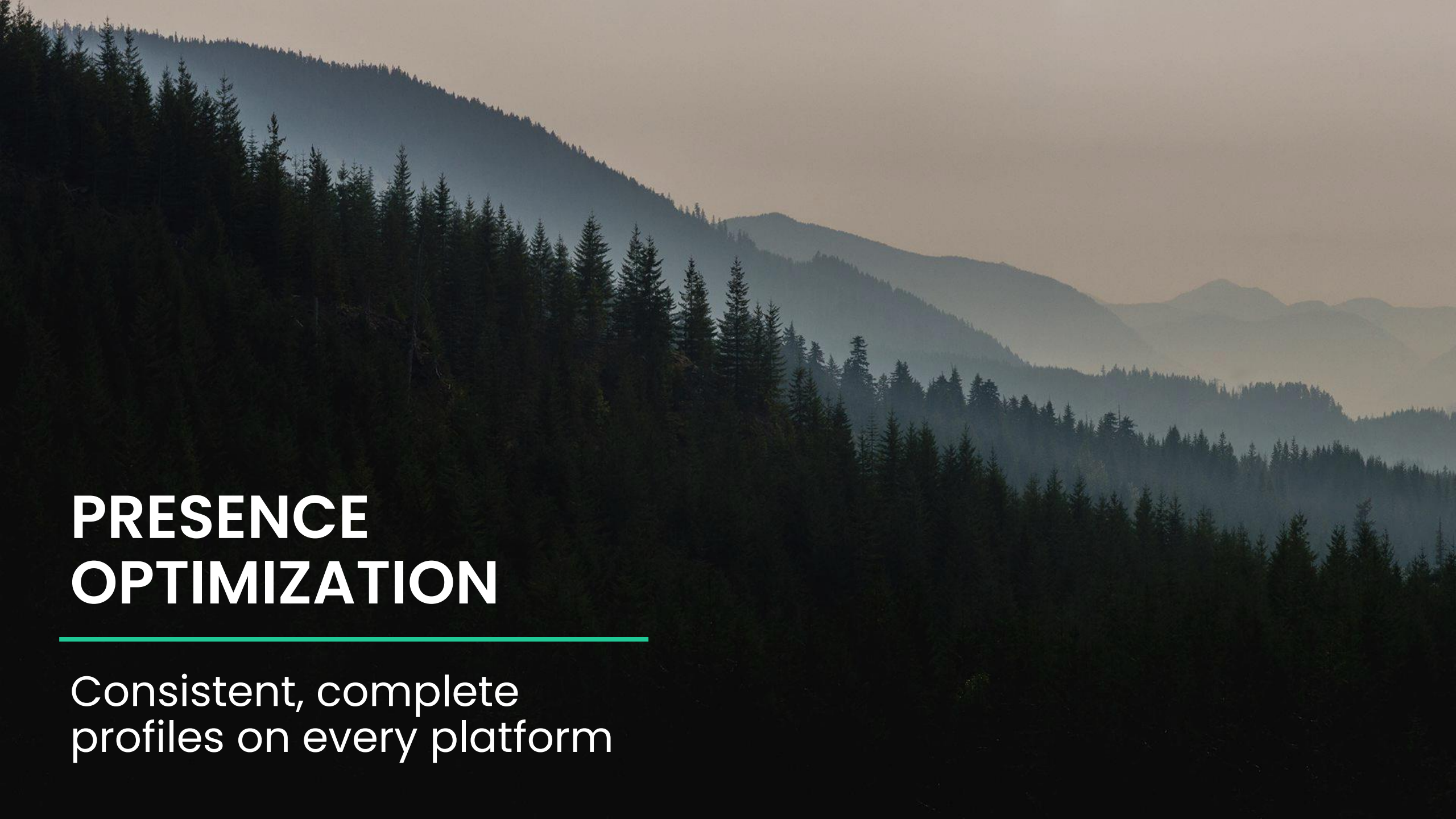




PRESENCE OPTIMIZATION

Consistent, complete
profiles on every platform

OVERVIEW

Consistency is key 🚀

Completeness

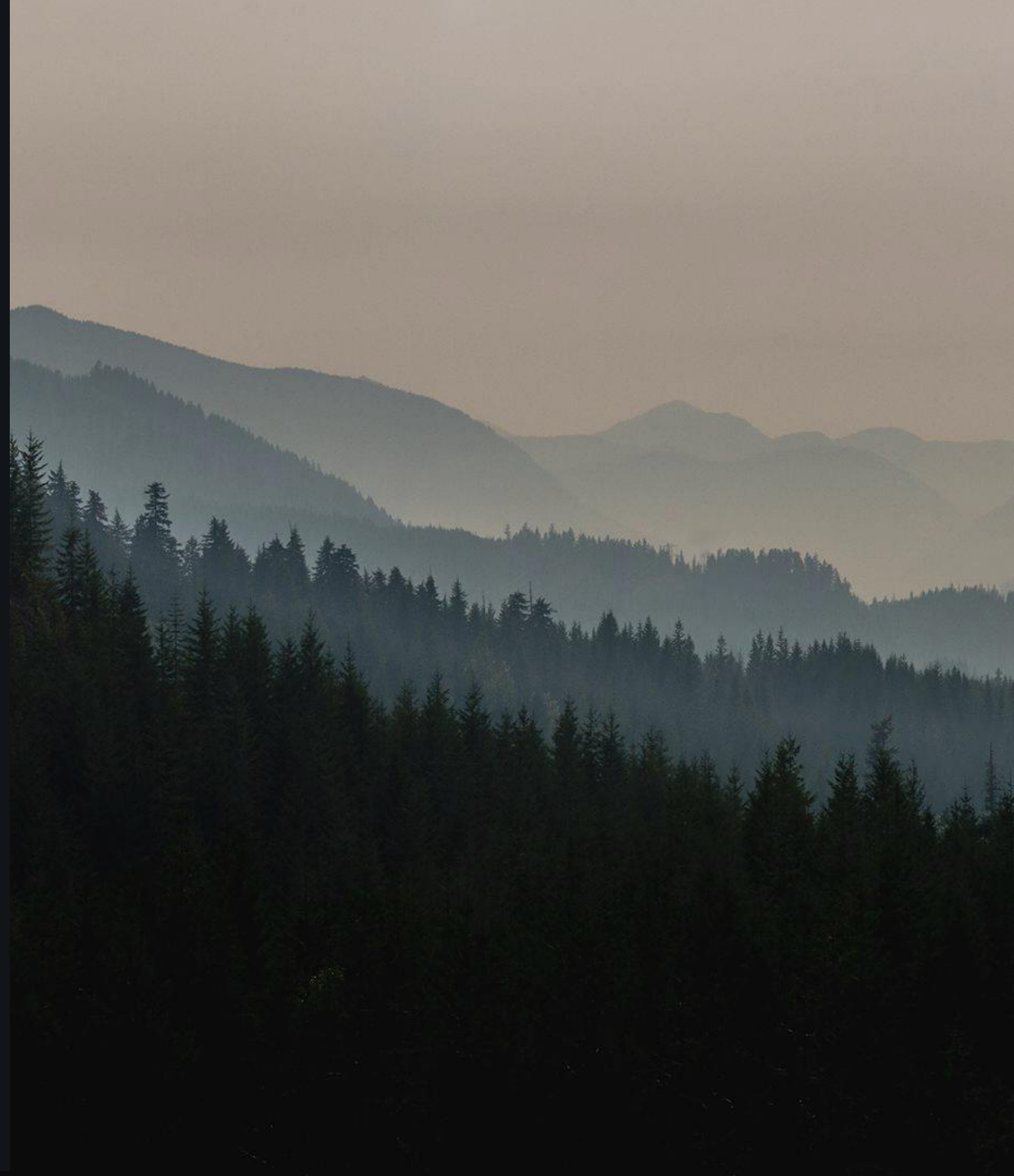
Picking the right username

Profile picture

Cover photo

Bio

Call-to-action



ASSET INVENTORY

A Review



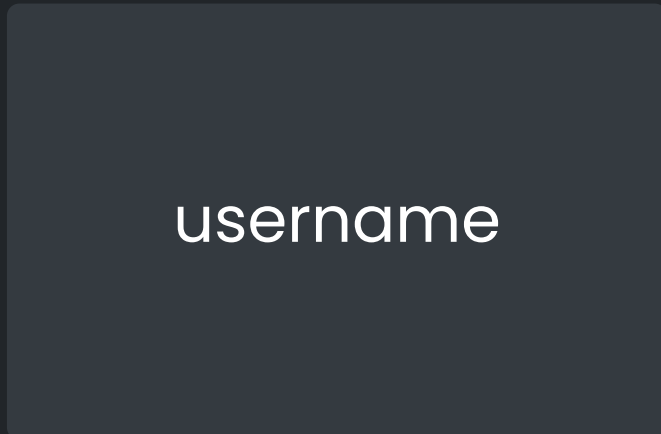
profile picture



cover photo



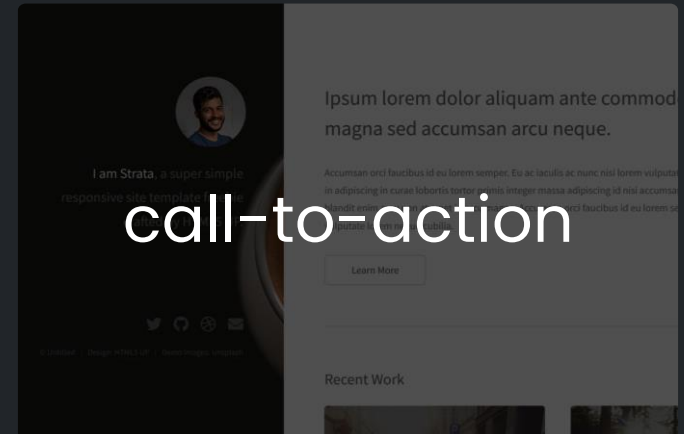
colors



username



bio



call-to-action

Why is Consistency Important?

- › Search engine optimization
- › Brand recognition
- › Brand recall
- › Trust
- › Better user experience

How to Be Consistent

Consider the constraints of the **least flexible** platform first. Then adapt those constraints to the more accommodating platforms.

<15

Username character
limit

. - _ !

Invalid characters

#89172f

Outside color value
range

<160

Bio character limit

Complete Your Profile



Fill out every field



Use recommended
image sizes



Enable key features
in settings



USERNAME

Your unique identifier.



David V. Kimball 
@davidvkimball

Username sweet spot:

- Under 12 characters
- Always consistent
- Confidently unique
- Easy to pronounce
- Straightforward to spell
- Memorable
- No underscores or periods
- No numbers (exceptions)

2 Retweets **16** Quotes **49** Likes **1** Bookmark

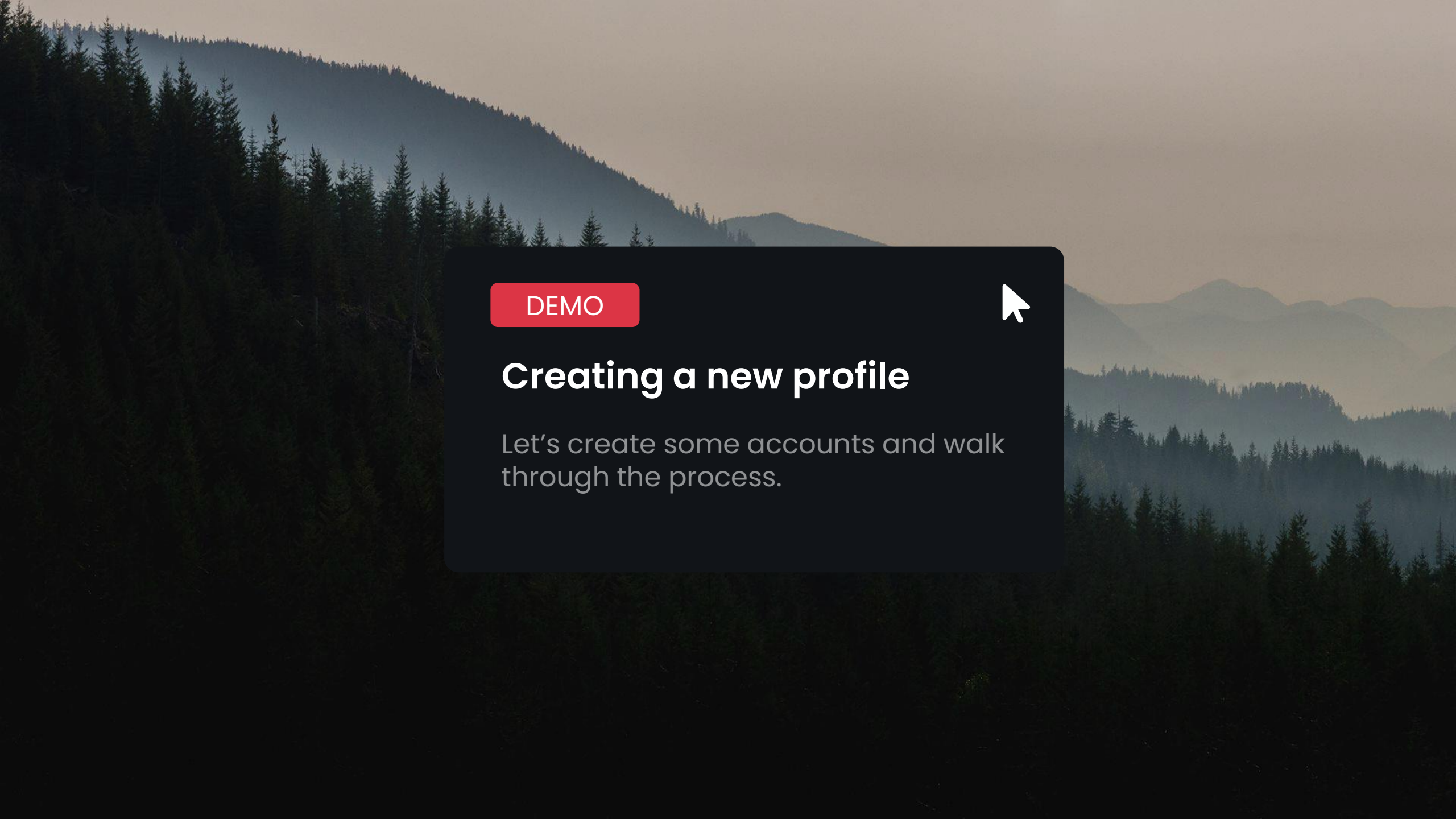


Name: Omar Donella

- Occupation: Copywriter
- Side projects: YouTube channel and live stream covering space-themed video games
- Interests: sci-fi, photography, coffee, his dog Momo

Potential options:

- OmarDonella
- OmarDone
- OmarExplores
- OrbitOmar

The background of the slide is a scenic landscape featuring a dense evergreen forest in the foreground and several layers of misty, rolling mountains in the distance under a soft, hazy sky.

DEMO



Creating a new profile

Let's create some accounts and walk through the process.

OVERVIEW

Consistency is key

Completeness

Picking the right username

Profile picture

Cover photo

Bio

Call-to-action 

Save and Organize Additional Assets

profile picture

cover photo

colors

logo

username

bio

call-to-action

emotes

A scenic landscape photograph featuring a dense forest of evergreen trees in the foreground, with misty, rolling mountains in the background under a soft, hazy sky.

THANK YOU