



Aqualia on X (Twitter)

Corporate Account

Presence	Since November 2014
We are	@aqualia

Follow us <https://twitter.com/aqualia>

CSC - Customer Service Centre

Presence	Since February 2018
We are	@aqualiacontact

Follow us <https://twitter.com/aqualiacontact>

What's X (Twitter)?

Twitter is a **microblogging social network** where you can interact in real time with people in your sector or who share your interests using a message of up to 280 characters.

How and why do we use X (Twitter)?

- **It is one of the most active and dynamic social networks**, one of the best to promote our services, to post content about events, etc.
- **It allows the creation of branding**, i.e. building a brand image and transmitting positive values to make customers identify with Aqualia.
- **It lets us interact directly and constantly with users** and create a sense of community with our followers.
- **We can actively listen to our users/customers and potential customers** to understand their interests, needs, and identify potential problems they may have with the service we offer.
- **It has a great capacity to disseminate content**, which makes it easier for it to go viral and be recommended.
- **It gives us visibility in search engines** so that when a user searches for Aqualia through Google, our profile will appear immediately.

How to create a personal account on X (Twitter)?

From your computer:

1. **Visit www.twitter.com** and fill in the registration form.
2. **Choose your username** (we recommend your first and surname) and associate your account with an e-mail address you use frequently (never your corporate e-mail address).
3. **Fill in the rest of the fields** (name, surname, city...).
4. **Include a photo** in which you are easily recognised and another in which you are easily identifiable for the header.

From a mobile:

1. **Download the X (Twitter) app** via Google Play if you are an Android user or the App Store if you are an iOS user and search for X.
2. **Install the app.**
3. **Choose your username and link your account** with an e-mail address you use frequently (never your corporate e-mail address).
4. **Fill in the rest of the fields** (name, surname, city...).
5. **Include a photo** in which you are easily recognised and another in which you are easily identifiable for the header.
6. **Click on Synchronise** to synchronise your address book contacts. They will then become part of your network of Followed contacts and, once they accept the invitation, become your Followers.

Get the most out of your X (Twitter) profile

- **Keep your posts public** if you want to use this social network as a personal branding space, visible to everyone, not just your followers.
- **Write your bio.** Be original.
- **Locate influencers** in your community or other communities of interest to you with the 'People Search' option.
- **Check out the day's trends** (Trending Topics) for the most talked about issues.
- **Talk about topics** that you think might be of interest.
- **We encourage you** to click on the Follow button on the [@aqualia](https://twitter.com/aqualia) account to be the first to know about everything we share with our users on a daily basis and to share the content we post.
- **Remember, whenever you reference any content from your company, mention us! [@aqualia](https://twitter.com/aqualia) or [#Aqualia](https://twitter.com/aqualia).**
- We recommend **following the advice and help** provided by the network, [HERE](#).

