

Twitter Business Account vs. Personal Account (March 2024)

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What's your reason for being on Twitter? Here at [Typefully](#), this is an important question because it affects the type of account you should operate. If you need a platform for self-expression, a personal account will serve you best. On the other hand, if you want to market your business brand, you may want to open a business account.

[Statistics](#) show that Twitter boasts 330 million active users monthly and 145 million users every day. So, it's a great platform to choose when you wish to connect and join conversations with individuals across continents. Having a personal account also helps you get real-time information about what's going on worldwide.

Twitter is an amazing platform for businesses too. With a professional account, you can market your company, just like [65.8% of US companies with 100+ employees](#). This pays off greatly as brands that use Twitter for marketing enjoy a 19% boost in customer satisfaction. Again, [54% of tweeps will take action](#) when a tweet mentions a brand.

But what is the difference between a business (or professional) account and a personal one? Do you have to choose between one or the other? If so, which is better?

In this article, we'll discuss the differences that tell these accounts apart and which will serve you best.

Twitter Personal Account vs. Business: What Are The Differences?

Deciding between the Twitter personal vs. business account depends on your understanding of what makes them unique. These are the differences between a Twitter personal account and a professional one:

Purpose

As we mentioned earlier, Twitter for professionals is much different than Twitter for personal use. A personal Twitter account is for you alone and has no connections to a business or corporation. It reflects your daily activities, views, likes, and personality.

However, a business account is for your company, organization, or blog. There's a limit to the type of content you can share. You'll have to make sure that whatever tweets you put out reflect your company's values and goals.

Social Media Choices

Tools

Business accounts are for brands, businesses, content creators, developers, and other professionals to grow their audience on Twitter. The platform provides them with specific tools to help them achieve their goals.

These professional tools are not available to users who run personal accounts. This includes features such as [Quick Promote and future products like Professional Profiles and Twitter Shopping](#).

At Typefully, we also offer numerous useful features for users with professional Twitter accounts. These features allow you to [schedule tweets](#) for posting at optimal hours and provide accurate analytics to boost engagement. Be sure to check out some of these incredible features [here](#).

Eligibility Criteria

You don't need to meet many requirements to have a personal Twitter account. You just need sign-in details like your email address or phone number and be [above 13 years old](#).

However, with business Twitter, you need more. To be eligible to open a professional Twitter account, you must show that:

- You haven't previously and regularly violated the Twitter user agreement
- Your account profile is complete with a name, bio, and a profile picture
- You have a clear and authentic identity. For example, you can't operate a business Twitter with a parody or fan account. Profiles that feature other brands or identities are not eligible too.

Profile Photos

Generally, you can use any image as your profile picture for personal accounts. It could be a picture of you in your favorite outfit or your dog's photo.

However, with a Twitter business account, we advise that you be more careful with the pictures you upload. A business account will use the company logo as its profile picture because it advertises the brand at first glance. It also ensures that your readers don't get confused about what your page is really about.

Terminology

Whether you own a personal or business Twitter account, your tweets should be conversational and interesting to read. However, the terminology for personal and business tweets is pretty different.

You'll generally pay more attention to your sentence structure, spelling, grammar, etc., on your business page than on your personal account. Again, while abbreviations like "FYI" are okay for a personal account, they don't cut it for business Twitter.