Twitter for Business with Pitman Training

Twitter for Business is a short online course that takes you through the basics of how to get started on the online micro-blogging platform. It starts at the very beginning showing you how to set up your profile and takes you through posting your first tweet.

You'll then move on to looking at how you can organise your twitter account, and you'll see how you can use it most effectively for a number of different purposes. Taking you through the technical aspects, as well as helping you see what kind of things to post, and who to interact with, this short online course is a great first step into the world of Twitter.

Aims and Objectives

This course looks at how you can use Twitter to promote a business, or your own personal profile. It's been created to show you in simple, easy steps, how this online platform can be so powerful.

This short online course lets you work through exploring Twitter at your own pace, and you'll see how it can be used for marketing, customer service, research and information gathering, or just to raise your profile. After Twitter for Business we're confident you'll no longer feel scared by Twitter, but excited by its possibilities.

Course Content

Twitter for Business offers a practical, hands on approach to getting to grips with Twitter. It covers the basics, but also shows you what it can really do when you start to get under the skin of this platform.

Get started with:

What is Twitter? Why use Twitter? Setting up a Twitter Profile Writing a Tweet Finding People to follow

Then move on to:

- **Using lists to group people you are following**
- **Why use a management tool**
- **HootSuite Basics**
- **Shortened Links**
- **Keywords**
- **HootSuite Advanced**
- **HootSuite Pro**

- **How to attract followers**
- **Your audience on Twitter**
- **How often to update Twitter**
- **What are you going to say?**
- **Twitter for customer service**
- **What not to say**
- **How to measure success of Twitter**
- **Other useful resources**

Twitter for Business is an online course, so you can work through it in chunks, and take it at your own pace. It is also supported by a Pitman Training textbook, which you can keep for your reference.

Designed for

Twitter for Business is perfect for anyone who wants to learn how to use Twitter to promote their business or personal profile. Suitable for PAs, EAs, Office Managers, Marketing Assistants, Business Development Managers, entrepreneurs as well as those involved in PR, event management and promotion….Whilst this course will help people in these job roles specifically, anyone in business who doesn't yet use Twitter in their day to day lives could benefit from this course.

Prerequisites

A knowledge of using computers and the internet.

Benefits

Twitter for Business is a short online course, anticipated to take around 4 hours, but you can work through it at your own pace, and take the course one section at a time. There's no pressure or rush, it's totally down to you.
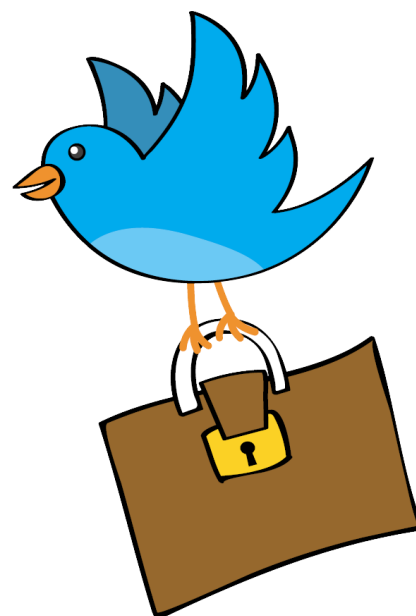
Make sure this course is right for you - have a friendly chat with a Course Adviser, arrange to drop in to have a FREE taster or book a place...

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