Twitter for Business

This is a short online course that takes you through the basics of how to get started on this popular social media platform enabling you to use effectively for a number of different purposes.

IS THIS FOR YOU?

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.

ABOUT THIS COURSE

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.

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.

In this Twitter for Business course you'll start with: -

Setting up a Twitter account, Writing Tweets, Following People and Gaining Followers

Then move on to:

- **Using lists to group people together**
- **Using keywords for researching topics**
- **Using shortened links to track tweet popularity**
- **Twitter Ads**
- **Hootsuite Advanced and Hootsuite Pro**
- **Content – what to say and what not to say**
- **Measuring your success**

Twitter for Business is an online course, so you can work through it in chunks, and take it at your own pace.

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.

PRE-REQUISITES

There are no pre-requisites required before starting this course.

CAREER PATH

If you want to build a digital marketing career, learning the ins and outs of the various social media platforms is essential. With this course you can progress to a career as Marketing Assistant, Marketing Manager, Social Media Manager and more.

COURSE DURATION: AROUND 10 HOURS

(Actual course duration will vary from individual to individual, based on prior skills and application).

CPD POINTS: 10
(Awarded CPD points upon successful completion).

To find out more about this or any of our courses, speak to one of our course advisors.

The best way to predict the future **is to create it.**