

## Course Syllabus



# Twitter for Business

## Objectives

When you have completed the Twitter online course you will understand how to use Twitter to cost effectively and time efficiently communicate with the correct audience for your business. During the course you will set up a Twitter profile that represents your business brand and find relevant people to follow for your business. You will understand what to say, what not to say and experience the advantages of using a third party management tool like Hootsuite.

### Object 1 - Twitter Basics

- What is Twitter?
- Why use Twitter?
- Setting up a Twitter profile
- Writing a Tweet
- Finding people to Follow
- Twitter Spaces

### Object 2 - Using Twitter in a Time Effective Way

- Using Lists to group people you are following
- Why use a management tool?
- Hootsuite basics
  - Setting up
  - Engaging
  - Using lists
  - Scheduling messages
- Shortened links
- Keywords
- More Hootsuite functionality
  - Listening
  - Finding followers
  - Searching
  - Managing contacts
- Hootsuite mobile
- Hootsuite Apps
- Using the Hootlet
- Hootsuite Pro – Bulk uploads and teams

### Object 3 - Content and Measurement

- How to attract followers
- Your audience on Twitter
- How often to update Twitter
- What are you going to say?
- Twitter for customer service
- Retweets
- How to measure success on Twitter
- Understanding Twitter language
- Running Competitions on Twitter
- Twitter Advertising
- Other useful resources

## Summary

Duration: Materials access for 12 months  
 13 hours of course content  
 Price: £99 + VAT  
 Prerequisites: Broadband

## Buy Twitter for Business Course

Call us today on  
 +44 (0)1865 522 658 or email:  
 mary@concisetraining.net



## Reviews:

A really enjoyable and useful course. It was great to be able to go at my own pace, login when I wanted to, and pick up the course where I left off. A great introduction to Twitter for business, I would recommend it.

- Jenny Collins ★★★★★

This Twitter course is very detailed and a great learning experience. I have really enjoyed it. I use Twitter daily as part of my job and I still learnt new things from the course. I would definitely recommend the course to anyone interested in learning more about the use of Twitter.

- Eimear McCarthy ★★★★★

I found it very useful.

- Antoinette O'Dowd ★★★★★

A really good course for understanding Twitter – from the basic of posts – to answering and re-tweeting. This is a great social media tool for any business and this course is a fantastic way of learning how to optimise usage.

- Gillian Shaw ★★★★★

Great course – highly recommended – worth it just to find out how to do geocoding searches.

- Bridgid ★★★★★

Really enjoying learning how to use Twitter properly – thanks Mary.

- Phoebe ★★★★★



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