



twitter

Twitter

## Overview

Want to know what this twitter thing is all about and how you can use it in your business?

Perhaps you've tried Twitter but didn't "get it"?

Spending too much time on Twitter and not seeing any benefit?

Can't see how to measure ROI for Twitter, or to develop an effective business strategy?.

## Target Audience

This ½ day course is for business decision makers who need to understand the essentials of Twitter as a productive business networking tool.

## Pre-requisites

Twitter assumes has attended the Introduction to Social Media for Business ½ day Course or has equivalent knowledge.

## Objectives

At the completion of Twitter you should be able to:

- Set up and customise your twitter account with your own branding.
- State which Twitter tools have the most impact for your business?
- Describe how to integrate Twitter with your website/blog.
- Create a strategy for Twitter use, with measurable success metrics (and state why quality > quantity).
- Specify tools and tips for taking less time to generate more, quality content for your Twitter feed.
- Understand how to turn your followers into clients
- Describe how Twitter fits in with your client journey, from follower aquisition through to business outcome?
- State what to tweet and what not to tweet.
- State what are the rules of engagement?
- Use Twitter as a search tool
- Describe how to be seen as an authority in your field or industry
- Describe how to monitor your brand, your competitors and your industry
- Discuss case studies on best and worst practice!

**Course Duration is ½ a day**

**Course Code: SM03**

*learning excellence, positive engagement...*