



# 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 1/2 Day

## Course Code: SM03