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Twitter for Business

Duration: 1 Day

Overview:

What exactly is Twitter and why is it applicable to business? Aspect's one day course will show you why.

Twitter is a "micro-blogging" service that allows you to send messages with a maximum of 140 characters. When Twitter started in 2006 it was seen as a method of updating people with your current personal activities. People could very easily answer the question "what am I doing" and inform those following them of what they were up to. Many today still use Twitter this way, however there is a much wider and better use of Twitter, and that is for business.

Aspect Training's Twitter for Business course shows how Twitter offers a new and innovative way to drive new traffic to your website, blog or newsletter, engage with a new audience, share opinions, tools, resources, knowledge, find new suppliers, connect with new people, and demonstrate your knowledge. Twitter can also help improve your personal branding, gain feedback, make new connections and friends, notify your customers of special offers and stock levels, offer fast help and support, inform people of your whereabouts for impromptu meetings, and perhaps best of all, it is fast and totally mobile.

Prerequisites:

Delegates should have an understanding of internet technologies and a twitter account.

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Course Topics:

Setting up Twitter

Introduction to Twitter
Setting up your Twitter account - photo, biography, URL
Sending your first tweet
Finding people to follow
Using favourites
Introduction to Tweetdeck

Using Twitter

Tweeting with Tweetdeck
Shortening URLs
Adding groups
Replying to tweets
How to filter
Direct messaging
Following and unfollowing
Configuring Tweetdeck
Adding more than 1 account
Adding a Facebook account
Using search
Translating tweets

Adding a photo

Twitter tricks and tips

Removing inactive followers
Advanced searching
Finding targeted followers
What to tweet about
How to get retweeted
How to engage with people
Using 'Tweetlater' to send tweets out in the future

Advanced Twitter

Putting it all together
How much to tweet
Using 'Hashtags'
Significance of trending
Top dos and don'ts
Tracking links
Top Twitter business applications, including Twellow
How to get more click through on your tweets