

Twitter for Business Online Course

Key Information

Course Format:
Online Course

Price:
£99.00

Assessment:
None

Payment Options:
Spread the cost over 4 monthly payments

Approximate Study Time:
20 Hours of Self Study

Initial Payment of
£39.00

Approximate Delivery Time:
1-2 Working Days (Via Email)

Followed by 3 payments of:
£20.00

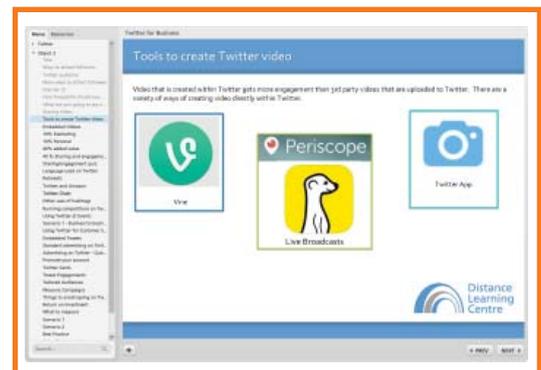


The **Twitter for Business Online Course** will guide students in understanding how to use Twitter to cost effectively and time efficiently communicate with the correct audience for your business. You will set up an optimised Twitter profile and learn how to use lists to group people that you are following. You will also learn how to search for people to follow, what to say and what not to say and you will be introduced to scheduling tweets in Hootsuite – a social media management tool.

Twitter is one of the largest social networks in the world and it is not just full of people telling you what they are having for breakfast! Leading professionals and company directors use it both personally and for business. If you are seeking to gain a business advantage, develop your brand awareness, provide excellent customer service or keep up with your competitors, you need training to maximise Twitter's potential.

The course is delivered through the Distance Learning Centre's new on-line training portal, which is accessed via a web browser such as Internet Explorer, Firefox, Chrome, or Safari.

Throughout the course students are supported by a personal course tutor who can give feedback on your work at any time throughout your study.



The Course consists of the following units:-

- **Learning Object 1: Twitter Basics**

This unit contains the following topics: What is Twitter and why to use it. Setting up a Twitter profile and an introduction to how it works.

- **Learning Object 2: Using Twitter**

This unit contains the following topics: More advanced features of Twitter including using lists. Introduction to using Hootsuite for social media management.

- **Learning Object 3: Content & Management**

This unit contains the following topics: Exploring your Twitter audience, attracting followers, what and when to say, advertising on Twitter and measuring success.

Prerequisites:

There are no particular entry requirements, although it is recommended that students have a good understanding of using computers.

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Course Duration & Support:

Students may register at any time. As this is a short course, the student receives a fully-supported 3 month licence period and any support is delivered via email. As the course is self-study, you can complete in as little or as long a time as you prefer within the 3 month licence period.

Assessment:

As this is a short unaccredited online course there are no student assignments although there are exercises for the student to complete as they progress.

Certification:

This course is designed for personal development and is not externally accredited. Students can request a Certificate of Completion after successfully completing all course learning objects.