



Executive Twitter Training Course

Course duration: 4 hours

Max attendance: 5

Format: PowerPoint presentation and interactive discussion; extensive use of case studies

Description:

The course explores the basics, such as how to set up a Twitter profile and what one should and should not say in a profile. Participants then discuss effective and ineffective practices that businesses and professionals employ in their Twitter streams. The course also explores how to find and attract desired followers.

Course participants will explore and develop their own authentic Twitter persona that mixes their professional and company identities.

The course is tailored to fit the brand and needs of the organisation. The course can also cover specific tool use such as native Twitter applications and third-party applications such as Hootsuite.

Objectives

- Acquire a basic knowledge of Twitter
- Acquire confidence in using Twitter to project professional and company identity
- Understand basic Twitter grammar such as hashtags and @'s
- Know the basic rules of tweeting
- Develop an authentic Twitter identity
- Understand how to spot and respond (or not) to Twitter trolls

Course Content

- Introduction: What is Twitter and why should I care?
- Basics: Key terminology
- Getting your content to the 'right' people
- Developing a business strategy
- Examples of what to do ('wins') and what not to do ('fails')
- Advanced tips: interactions and culture
- Takeaways and key messages