X (formerly Twitter) **for Business**

X

This short course takes you through the basics of how to get started with this popular social media platform, enabling you to make effective use of it for a number of different purposes.

IS THIS COURSE FOR YOU?

X for Business is perfect for anyone who wants to learn how to use the app to promote their business or personal profile. Suitable for PAs, EAs, Office Managers, Marketing Assistants, Business Development Managers, entrepreneurs, as well as those involved in PR, event management, and promotion.

While the course will help people in these job roles specifically, anyone in business who doesn't yet use X in their day-to-day lives will benefit from this course.

ABOUT THE COURSE

The course offers a practical, hands-on approach to getting to grips with X. It covers the basics, but also shows you what it can really do when you start to get under the skin of the platform.

The course takes you through the basics of how to get started, showing you how to set up your profile and taking you through to your first post.

You'll then move on to looking at how to organise your account, and you'll see how you can use X most effectively for a number of different purposes. The course takes you through the technical aspects, as well as helping you see what to post and who to interact with.

AIMS AND OBJECTIVES

This course looks at how you can use X to promote a business or your own personal profile. It will show you in simple, easy steps how this online platform can be so powerful.

You'll see how X can be used for marketing, customer service, research, and information gathering, or just to raise your profile. By the end of the course, we're confident that you'll be excited by the platform's possibilities.

PRE-REQUISITES

There are no pre-requisites for this course.

COURSE CONTENT

Module 1 - X Basics - What and Why?
Module 2 - Using X in a Time-Effective Way
Module 3 - Content and Measurement

You'll start with setting up an account, writing posts, following people, and gaining followers. You will look at posts, spaces, and search.

Then you'll move on to —
  • Using lists to group people together
  • Using keywords for researching topics
  • Using shortened links to track post popularity
  • Hootsuite Advanced and Hootsuite Pro
  • Using video and gifs
  • Ads on X
  • Content - what to say and what not to say
  • Measuring your success

CAREER PATH

If you want to build a digital marketing career, learning the ins and outs of the various social media platforms is essential. This course is ideal for anyone looking to become a Marketing Assistant, Marketing Coordinator, Social Media Manager, and more.

COURSE DURATION

13 hours. This will vary from individual to individual based on prior knowledge and ability.

CPD POINTS: 13
CPD points awarded upon successful completion.

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