



Dunston IT

Confidence in Training

SOCIAL MEDIA TWITTER



Getting Started

Introduction

With over 200 million users and over 110 million Tweets a day, in the last year Twitter has become a mainstream communications platform and is now considered to be a critical business tool. But what does it mean for you and your business specifically? How do you sort the hype from the reality? Where do you begin? How can it be used effectively to promote your business? What do you need to consider to use Twitter strategically?

Objectives

A 'hands-on' mix of theory, practical exercises and discussion to bring you completely up to speed with using Twitter quickly and confidently in a business context.

Designed for

Anyone who wants to use Twitter effectively and practically; business owners, private and public sectors, customer service managers and anyone looking after the marketing function of a company. No prior knowledge of using Twitter is required.

Duration

One day training course.

Cost

£195 plus VAT

For further information call

01252 406420

www.dunston.it

Topics

- ✓ Developing a strategy for Twitter
- ✓ Setting up your account to match your brand
- ✓ Identifying followers and how to add them
- ✓ Who to follow
- ✓ Tips on writing effective tweets
- ✓ Adding links, pictures etc.
- ✓ How can lists and hash-tags be used
- ✓ Using Twitter as a powerful search tool
- ✓ Replying to Tweets
- ✓ Looking at third party tools and applications to make using Twitter easy and very effective
- ✓ We explore success stories and how you and learn from them.