

Twitter-2

Modality: Self-Paced Learning

Duration: 1 Hour

SUBSCRIPTION: Learn, Master, Master Plus

About this course:

Twitter is an online social networking service that allows its users to communicate using messages of 140 characters or less. With millions of users, Twitter is one of the most popular social networking sites in the world, and you'll be able to find and connect like-minded users with the same interests. There's a twitter universe of users who can provide information and insight into topics you are passionate about. View these tutorials, start a Twitter account, share, and learn.

Audience:

- Marketing Officers
- SEO Analyst

Prerequisite:

- There are no prerequisites required for this course

Course Outline:

Twitter 101

- 1.1 Limiting the Number of Actions
- 1.2 Setting Your Twitter Preferences
- 1.3 Finish Setting Up Your Profile
- 1.4 Twitter Widgets
- 1.5 Who to Follow
- 1.6 Connect
- 1.7 Bringing Followers from Facebook
- 1.8 Intro to Hashtags
- 1.9 Examples of Hashtags
- 1.10 Monitoring What's Going On
- 1.11 Using Twitter for Social Listening
- 1.12 Social Media Tips
- 1.13 Hashtags Across Social Media