Twitter Strategies & Tactics for Business Success

Course Summary

Description

In this course, the student will use PC lab exercises and view demonstrations to develop Twitter search and marketing skills—as they relate to achieving goals in the business setting.

Objectives
At the end of this course, students will be able to:

- Perform goal-related, advanced internet research and keyword searches on Twitter and Twitter applications.
- Optimize use of Twitter business applications to achieve business goals.

Topics

- Twitter search strategies and tactics
- Twitter search features
- Twitter profiles
- Twitter business applications

Audience

This course is designed for business professionals in sales, marketing, human resources, recruiting, training, information technology, and business development.

Prerequisites

The student should have a Twitter account with at least 1 follower.

Duration

One day

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Course Outline

I. Twitter Overview
- A. Twitter usage
- B. Surface vs. deep web search

II. Twitter Search Strategies
- A. Business goal
- B. Research question
- C. Push vs. pull internet research
- D. Persistent data mining
- E. Constant comparison

III. Twitter Search Tactics
- A. Twitter keyword search tool
- B. Hashtags
- C. Boolean search operators
- D. Advanced Boolean search to find talent and answers to questions

IV. Twitter Search Features
- A. Bio
- B. Background
- C. Tweets to promote or answer
- D. Following
- E. Followers
- F. Timeline
- G. @mentions
- H. Retweets to promote or answer
- I. Lists to target tweets
- J. Shorten links (URLs)

V. Twitter Profiles
- A. Copywriting profile
- B. Searching talent and expertise

VI. Twitter Business Applications
- A. Monitter
- B. TwitThis
- C. FutureTweets
- D. twtQpon
- E. twtpoll
- F. twtsurvey
- G. twtvite
- H. twtFAQ
- I. GroupTweet

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