

## Introduction to Twitter for Business

This workshop aims to give you an entertaining insight into how Twitter can benefit you, your business or your cause.

On completion of this course you should be able to

- Set up and personalise a Twitter account
- Find and follow people on Twitter
- Understand the different types of message you can send from your account
- Understand how people and businesses use these message types
- Work with tools to enhance the content of your tweets
- Develop a strategy for using Twitter in your business

### 1 Introducing Twitter

What is it and why use it?

Objectives

- Get to know Twitter and see samples of the ways people tweet!
- Find businesses and see how they are using Twitter
- Check out your friends or your competition

### 2 Starting Out

Setting yourself up on Twitter and joining the community.

Objectives

- Setting up your account
- Adding your profile and pictures
- Following and getting followers
- Learning the lingo
- Using a URL shortener
- Searching for people

### 3 Company Spotlight

See compelling examples of companies who make active use of Twitter accounts.

Objectives

- Marketing strategies that make strong use of Twitter
- Integrating Twitter with the way you do business
- Offer promotions via Twitter

### 4 Your Twitter Strategy

Establishing your objectives.

Actions

- Consider your profile
- Who will you follow?
- What will you do to gain followers?
- Whose tweets might you retweet?