COURSE SYLLABUS

Social Media Content Marketing: Blogs & X (Twitter)

Develop a written content strategy for blogs and X, formerly Twitter. Define your audience and brand voice, set goals, and measure content performance.

> Group classes (NYC) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://training-nyc.com/courses/social-media-content-marketing-blogs-twitter



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Course Outline

Introduction to X (Twitter)

- Introduction to X (Twitter)
- X (Twitter) Today
- Features Overview
- Understanding the algorithm

Hashtags and Topics

- Trends and Topics
- Hashtags 101
- Hashtag types
- Hashtag Research
- Insights and analytics

Research and Content Strategy

- Paid advertising on X (Twitter)
- Ad analytics
- Analyze the competition
- Determining a brand voice
- Content strategy
- Content cadence and scheduling

Importance of Blogging

- Introduction to blogging
- Choosing the right blog platform
- Storytelling strategies

- Understanding evergreen content
- Creating paid content