

100 - Essentials

01 - Intro	1:57
02 - Twitter as a Business Tool	1:04
03 - What is Twitter	3:11
04 - Why Do People Use Twitter	6:46
05 - Why Do Businesses Use Twitter	5:31
06 - Twitter Overview	5:34
07 - Features & Functions	10:25
08 - Business Features & Functions	2:52
09 - Connecting & Engaging	3:32

Total Topics = 9

Total Time = 40:52

10 QUESTION QUIZ

200 - Strategy

10 - Twitter Business Strategy - Pros and Cons	3:41
11 - Using Twitter In Your Business Strategy	12:10
12 - Business Strategy Overview	3:29
13 - Business Strategy: Listen	8:02
14 - Business Strategy: Creating Your Plan	3:28
15 - Business Strategy: Setting Your Content Strategy	3:32
16 - Business Strategy: Implementation	3:53
17 - How Often Should I Post	2:26
18 - Content Best Practices	8:25
19 - Business Strategy: Case Studies	14:25
20 - Twitter Analytics Overview	4:39

Total Topics = 11

Total Time = 1:08:10

10 QUESTION QUIZ

300 - Management

21 - 6 Steps to Successfully Managing Your Twitter Account	3:24
22 - Setting Up Your Profile	11:34
23 - Managing Your Account Settings	9:17
24 - Getting to Know Twitter - Basic Functionality & Features	5:49
25 - Getting to Know Twitter - Timeline	4:24
26 - Getting to Know Twitter - Elements of a Tweet	2:30
27 - Getting to Know Twitter - Anatomy of a Tweet	4:10
28 - Getting to Know Twitter - The Home Screen	4:08
29 - Getting to Know Twitter - Moments	4:31
30 - Getting to Know Twitter - Lists	6:43
31 - Introduction to Hashtags	4:51
32 - How Many Hashtags Should I Use	3:15
33 - What Hashtags Should I Use	3:51
34 - How Often Do I Need To Tweet	3:13
35 - The Importance of Good Content	3:15
36 - Promoting Tweets	3:52
37 - Do I Need A Lot of Followers	4:28
38 - How Do I Grow My Followers	7:28
39 - Increasing Your Visibility	5:45
40 - Interacting and Engaging	5:00
41 - Monitoring and Responding	3:10

Total Topics = 21

Total Time = 1:44:38

10 QUESTION QUIZ

400 - Mastery

42 - The Ecosystem Approach for Engagement on Twitter	6:08
43 - Mining Twitter for Relevant Contacts and Content	9:05
44 - Twitter Advanced Search	4:24
45 - Twitter Advanced: Growing Your Following	9:49
46 - Twitter Ads: Introduction	3:53
47 - Twitter Ads: Overview	6:20
48 - Twitter Ads: Campaign, Ad Group, and Creative Structure	6:25
49 - Twitter Ads Step 1: Choosing Your Campaign Objectives	7:57
50 - Twitter Ads Step 2: Set Up Your Campaign	10:22
51 - Using Twitter Analytics to Drive Content	13:33
52 - Managing Twitter Workflow	5:45
53 - Twitter Automation: Introduction	7:08
54 - Twitter Automation: HootSuite	7:18
55 - Twitter Automation: Buffer	3:36
56 - Twitter Automation: ManageFlitter	3:31

Total Topics = 15

Total Time = 01:45:14

10 QUESTION QUIZ

FAQ

57 - FAQ - Should I Have Multiple Twitter Accounts?	4:34
58 - Should I Do Facebook or Twitter Ads?	3:02
59 - Should I Identify Who Is Responding To Tweets?	2:47
60 - What Is The Difference Betwn A DM & A Reply?	1:38
61 - What Is The Difference Betwn A Mention & A Reply?	1:26
62 - What Are Trends?	1:55
63 - Why Some Images Display Differently Than Others?	2:36

Total Topics = 7

Total Time = 17:58

BONUS! Twitter Marketing Tool Reviews

Social Media Scheduling with **BufferApp**
 Social Media Automation with **IFTTT**
 Creating Beautiful Images with **Canva**
 Creating Infographics with **Piktochart**
 Creating Images with **Adobe Spark**
 Focus Your Keyword Research with **Answer The Public**
 Get Headline Inspiration (Maybe?) with **Linkbait Generator**
Portent Content Idea Generator
 Understand Trending Content with **BuzzSumo**
 Add Custom Social Media Feeds to Your Website with **curator.io**
 Landscape by **SproutSocial**

Resources:

Twitter Tips & Tricks
Twitter Personal Profile Quick Start-Guide
Twitter Company Page Quick Start-Guide
Twitter Company Page Checklist
Social Media Priorities Quick-Start Guide

Course Total Topics = 63

Course Total Time = 5:36:52