COURSE SYLLABUS

Social Media Content Marketing: Blogs & X (Twitter) (Self-Paced)

Discover the fundamentals of text-based social media marketing on platforms such as X (Twitter) and blogging. Gain insights into current trends and develop a strategic approach to marketing written content, including techniques for audience engagement and cross-platform blogging.

Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/social-media-marketing-online



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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