

# Social Media Content Marketing: Blogs & Twitter

Learn about text-based (written content) social media marketing platforms like blogging and Twitter. Explore current social media marketing trends and develop a marketing content strategy for written content.

Group classes in NYC and onsite training is available for this course. For more information, email [nyc@careercenters.com](mailto:nyc@careercenters.com) or visit: <https://www.careercenters.com/courses/social-media-marketing-copy>



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## Course Outline

### Introduction to Twitter

- Introduction to Twitter
- 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 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