

# 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 [contact@nyimtraining.com](mailto:contact@nyimtraining.com) or visit:  
<https://training-nyc.com/courses/social-media-content-marketing-blogs-twitter>



[contact@nyimtraining.com](mailto:contact@nyimtraining.com) • (212) 658-1918

## 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