

THE DEFINITIVE TWITTER GUIDE: MAKING TWEETS WORK FOR YOUR BUSINESS

Contents

- Why do we need to use social networks in our company?
- Twitter for Business: extra assistance for your business
- Social Media Optimization (SMO). What is it?
- Good practice on Twitter campaigns

Objetives

- Understand how technology can influence (help or hinder) the development of our business economic activity.
- Understand which are the main features, possibilities and requirements of an online community.
- Learn to use the basic Twitter tools.
- Find out what is good practice in moderation and content management of online communities.
- Introduction to Social Media tools for monitoring.

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