Lisa Jeskins Training

Engaging training for information professionals

Course outline
Introduction to Twitter

Course aim

To introduce participants to Twitter and how to use it for professional and service development.

Objectives

At the end of the course participants will have:

1. Discovered different ways in which information professionals can use twitter for professional and service development
2. Created a Twitter account and had experience of using different Twitter functions
3. Examined Twitter tools such as Hootsuite or Tweetdeck
4. Discussed aspects of 'writing' for Twitter
5. Considered Twitter's strengths and weaknesses

Content

- Introduction to Twitter
    o Creating your account and getting started
    o How to make twitter work for you
    o Twitter Tools
- Using Twitter for current awareness and professional updating
- Using Twitter for networking and raising own profile
- Using Twitter for marketing services
- Writing for twitter (style/audience)

Course type

The session will include a mixture of group discussion work and hands on experience of using the tools.

All courses are tailored to meet your specific requirements. Please contact me for further details.

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