

Social Media Content Marketing: Blogs & X (Twitter) Course Online

Explore the basics of text-focused social media marketing in a self-paced course, with emphasis on platforms like X (Twitter) and blog-based channels. Learn how current trends influence written content, and develop a thoughtful strategy for engaging audiences, distributing posts across platforms, and strengthening your overall written marketing approach.

Group classes in Live Online and onsite training is available for this course. For more information, email partnerships@vdc.edu or visit: <https://vdc.edu/courses/social-media-content-marketing-blogs-x-twitter-course-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