COURSE SYLLABUS

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 (Live Online) and onsite training are available for this course. For more information, email partnerships@vdci.edu or visit: https://vdci.edu/courses/social-media-content-marketing-blogs-x-twitter-course-online



admissions@vdci.edu • (619) 758-9300

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