

# Social Media Content Marketing: Blogs & X (Twitter) (Self-Paced)

Discover the fundamentals of text-based social media marketing on platforms such as X (Twitter) and blogging. Gain insights into current trends and develop a strategic approach to marketing written content, including techniques for audience engagement and cross-platform blogging.

Group classes in Live Online and onsite training is available for this course. For more information, email [corporate@nobledesktop.com](mailto:corporate@nobledesktop.com) or visit: <https://www.nobledesktop.com/classes/social-media-marketing-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