

## Welcome to Fluency

Pick a course to browse below and let us know what you think.

EMAIL MARKETING  Email Marketing 101	TWITTER  Twitter Basics	TWITTER  Diving into the Twittersverse	TWITTER  Become a Twitter superhero
FACEBOOK  Facebook Basics	FACEBOOK  Building your Facebook Fan Base	FACEBOOK  Facebook Apps	FACEBOOK  Become a Facebook superhero
WORDPRESS  WordPress Basics	WORDPRESS  Adding Posts and Pages	WORDPRESS  Adding Multimedia Content	WORDPRESS  Designing your Website
WORDPRESS  Adding plugins	WORDPRESS  Getting Started on WordPress.org	WORDPRESS  Getting social on your website	DIGITAL EMPLOYABILITY  Lovely LinkedIn
DIGITAL EMPLOYABILITY  5 ways to claim your web real estate	START HERE  Internet 101		

Screenshot of  
topics on  
learning platform

Twitter > Diving into the Twittersverse

## Diving into the Twittersverse



### Description

Now you have your profile set up and optimised, it's time to start tweeting!

### Learning objectives

You will be able to:

1. Articulate and understand Twitteretiquette - how to behave and talk on Twitter.
2. Know the best places to advertise your Twitter handle.
3. Decide when is a suitable time for your to tweet.
4. Craft a series of tweets for different types of clients.

### Preparation

You will need to set up a Twitter account.

### Assessment and review

There are two assessments in this topic. The purpose of the assessment is to ensure that you understand the topic and will be able to execute it for a client.

You will be assessed by the course tutor but also by your peers.

Successful completion of this topic and Twitter Basics will enable you to claim your Twitter Level 1 badge.

### Assessment criteria

1. Any 'critical' thinking submissions e.g. audios or videos do not have to be polished. We are looking for the content not the production values.
2. Any written tweets will be judged on the quality of the tweets e.g. grammer, spelling and voice as well as the ideas.

### Contents

1. Twitteretiquette
- 1a. Exercise
2. Advertising Twitter
3. How often to Tweet?
4. What to Tweet (A to F)
5. What to Tweet (G to L)
6. What to Tweet (M to S)
7. What to Tweet (T to Z)
- 7a. Exercise

New page

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# Screenshot of topic intro & learning objectives

Start learning

Facebook > Facebook Apps

### Contents

1. What are Facebook Apps?
2. How to install a Facebook App
- 2a. Pop Quiz
3. Recommended Facebook Apps
- 3a. Challenge

[Editor tools](#)

## 1. What are Facebook Apps?



Next

### Wanna learn more?

Social Media Examiner have a in-depth piece on [How to Use Facebook Apps to Promote Your Business](#)

Screenshot of  
video topic

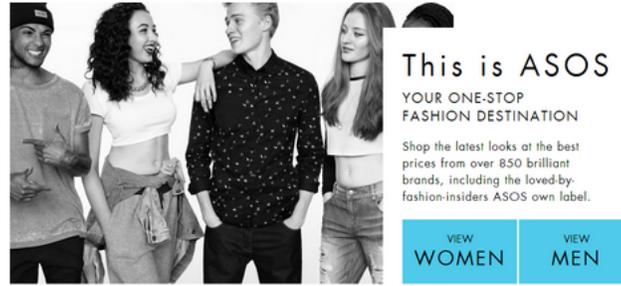
Twitter > Twitter Basics

## Contents

1. Twitter 101
- 1a. Exercise
2. Twitter terminology
3. Getting started on Twitter
4. Your Profile Image
5. Header image
- 5a. Exercise
6. Background image
- 6a. Exercise

[Editor tools](#)

## 1a. Exercise



Have a look at the brand [ASOS](#).

Take a look at their [website](#) and their [Twitter feed](#).

You have just heard about 9 reasons to use Twitter for business.

**In your opinion, which 3 would be most relevant for a retail brand like ASOS?**

List your choices below with a quick rationale for why.

My three choices are: by [Sinead](#)

Next

# Screenshot of challenge page