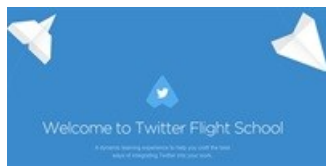




# Twitter Flight School takes off in South Africa

A thorough understanding of social media is imperative for marketing professionals to differentiate themselves today. In order to assist communications professionals to build knowledge in Twitter expertise, Twitter has now launched the Twitter Flight School in South Africa as an online training initiative.



It was launched last year in selected countries to help agencies build expertise with Twitter's real-time marketing capabilities. From how to Tweet and reach the right audiences, through to the best ways to leverage Twitter as a part of an integrated campaign, the online programme covers it all.

Whether one is a media planner, buyer, account director or executive, one will only learn the things that matter most for one's role. Scenario-based exercises with coaching tips on everything from how to build a media plan for a direct response initiative to optimising a brand awareness campaign will immerse users in real-life situations.

It is ideal for individuals working in an agency or as a freelancer who understand that the digital media and advertising industry evolve at a rapid pace and that keeping abreast of the latest trends and expertise on Twitter is vital.

It is now more interactive, featuring its most recent products such as video - all tailored to job-specific needs. In addition to custom 'Flight Paths', it will be launching advanced courses and content to increase product knowledge, as well as help users develop the daily skills they need to successfully consult brands and win new business.

Enrolled users have access to a downloadable resource library, with details on Promoted Video, campaign and content optimisation tips, research, case studies and platform best practices.

Individuals who finish Twitter Flight School each year will get a badge that can be added to their email signatures and/or LinkedIn profile in recognition of completion of coursework. It can easily integrate into an agency's new hire programme and serve as a go-to resource for continued learning to help one's team stay ahead.

For more information, [click here](#).