Course : Digital tools, improving the impact of your communication

optional DiGiTT® remote certification
Practical course - 2d - 14h00 - Ref. ODQ
Price : 1310 € E.T.

★★★★⯪ **4,6 / 5**

The development of digital communication tools is forcing companies to adapt their communication modes and formats. You'll discover a wide range of tools and learn how to use them to increase the impact of your communications.

◎ Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understand developments in digital communication, tools and uses
- ✓ Use the various web levers to manage your communication
- ✓ Targeting relevant audiences through social networks
- ✓ Use digital tools to improve communication
- ✓ Optimize writing and content to stand out on social networks

Intended audience

Marketing/communication/HR/operations managers.
Marketing/communication assistants, junior community managers...

Prerequisites

Knowledge of the basic functions of the main social networks.

Practical details

Exercise
Practical exercises and tests of digital tools.

Course schedule

PARTICIPANTS
Marketing/communication/HR/operations managers. Marketing/communication assistants, junior community managers...

PREREQUISITES
Knowledge of the basic functions of the main social networks.

TRAINER QUALIFICATIONS
The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS
The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES
• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES
Registration must be completed 24 hours

1 Digital developments and news

- Understand the changes in communication linked to technology.
- Learn about changes in usage, their impact and the latest developments.
- Understand digital trends.

Hands-on work
Demonstrate and put into practice new uses, formats and trends.

2 Efficient web searches

- Define your watch perimeter.
- Improve your searches with complex queries.
- Discover free tools and professional monitoring solutions.

Hands-on work
Use of Google Alert, X (formerly Twitter), LinkedIn for business intelligence. Creation of complex queries.

3 A successful social media presence

- Define your multi-channel digital strategy.
- Measure and evaluate actions, define KPIs.
- Moderating your community.
- Best practices for animating your community (content, contests).

Exercise
Know how to manage different types of behavior within your community.

4 Improve the impact of your communication on social networks

- Writing for social networks.
- Use ChatGPT to optimize your copywriting.
- Create and optimize visual content (stories, real, TikTok, carousels, videos).

Hands-on work
Avec l'aide de ChatGPT, rédiger et créer des contenus adaptés aux réseaux sociaux (stories, réels, carrousels, vidéos).

5 Target your audience for effective communication

- Develop your visibility on the main social networks: LinkedIn, Facebook, X, Instagram...
- Use the power of hashtags and SEO.
- Organize a LiveTweet to liven up an event.
- Leverage advertising and sponsored posts on Facebook, LinkedIn, X...

Exercise
Optimiser la présentation de son profil LinkedIn. Identification des hashtags efficaces pour son activité. Savoir programmer ses posts (Hootsuite, Agorapulse, Buffer, etc).

Options

Certification : 190 € HT

La certification DiGiTT® est en option lors de l'inscription à cette formation et s'articule en 3 étapes : le passage d'un Diag® avant la formation, l'accès à une digithèque permettant l'apprentissage des concepts et notions pour chaque compétence digitale, puis le passage de l'examen de certification. Celui-ci se compose d'un test de 90 min disponible en anglais et en français. Le résultat atteste de votre niveau de compétences sur 1000 points (débutant, intermédiaire, avancé, expert). Le seul suivi de cette formation ne constitue pas un élément suffisant pour garantir un score maximum à l'examen. La planification de ce dernier et son passage s'effectuent en ligne dans les 4 semaines qui suivent le début de votre session.

The certification option comes in the form of a voucher or invitation that will allow you to take the exam at the end of the training course.

Dates and locations

REMOTE CLASS
2026 : 8 June, 21 Sep.

PARIS LA DÉFENSE
2026 : 8 June, 21 Sep.