

# Course : Slow content and ethical storytelling: producing responsible content

Practical course - 3d - 21h00 - Ref. SLE

Price : 2110 € E.T.

NEW

Dans un environnement numérique saturé, produire moins mais mieux devient essentiel. Cette formation vous guidera pour concevoir une ligne éditoriale durable, créer des récits sincères et responsables, et renforcer ainsi la confiance de votre audience. Vous apprendrez à transmettre vos messages avec justesse, tout en évitant les pièges des communications superficielles ou trompeuses.

## Teaching objectives

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

- ✓ Plan a slow content strategy (volumes, formats, cycles)
- ✓ Writing ethical storytelling: true, sourced, inclusive
- ✓ Detecting and correcting green (or purpose) washing in any content

## Intended audience

Digital marketing managers, internal/external communications managers, content/social media managers, copywriters.

## Prerequisites

Basic knowledge of marketing.

## Practical details

### Hands-on work

Case studies, experience sharing, group discussions.

### Teaching methods

Méthodes pédagogiques actives et participatives. Alternance de théorie/pratique avec application au contexte et expériences des participants.

## Course schedule

### PARTICIPANTS

Digital marketing managers, internal/external communications managers, content/social media managers, copywriters.

### PREREQUISITES

Basic knowledge of marketing.

### 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.

## 1 Slow content: slow down for better communication

- Definition and principles of slow content: relevance, rhythm, sobriety, depth
- Editorial challenges: avoid overproduction to enhance impact
- Editorial sobriety and eco-design of content (formats, life cycles, recycling, best practices)
- Creation of a streamlined, strategic editorial calendar

### Hands-on work

Analyse des formats, des fréquences, cycles de vie actuels d'un contenu produit par le participant ou son entreprise. Atelier de tri. Création d'un mini-calendrier éditorial allégé (un mois).

## 2 Ethical storytelling: an aligned and responsible narrative

- Fundamentals of ethical storytelling: truth, inclusion, consistency, proof
- Identify and assume your editorial posture: what you do, what you don't do (yet)
- Build an authentic narrative without falling into purpose washing [...]
- Work on tone and representations in messages

### Hands-on work

Editorial positioning workshop. Rewriting of existing content (post, newsletter, to be supplied or chosen from a corpus). Critical analysis of brand storytelling.

## 3 Avoid greenwashing and take responsibility for your transition communication

- Deciphering the 7 forms of greenwashing (according to ADEME and ARPP)
- The difference between greenwashing, narrative dissonance and clumsy communication
- Best practices for talking about commitment without overpromising
- Rewriting content for greater clarity and sincerity

### Hands-on work

Interactive quiz or role-play with examples to classify according to typology. Rewriting "anti-greenwashing". Speaking simulation.

## 4 Structuring responsible editorial production

- Drawing up a mini-editorial manifesto
- Drawing up a responsible editorial charter: values, limits, red lines
- Building a slow and ethical editorial plan (1 to 3 months)
- Control and verification tools (checklist, audit grid)

### Hands-on work

Drafting of an editorial mini-manifesto. Creation of a responsible editorial charter. Creation of a slow and ethical editorial plan over 1 to 3 months.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## Times

Courses take place from 09:00 to 12:30 and from 14:00 to 17:30.

Participants may arrive beginning at 08:45. Breaks and lunches are complimentary.

For four- and five-day hands-on courses, sessions end at 16:00 on the last day of the course, regardless of the teaching mode..

## Dates and locations

### REMOTE CLASS

2026 : 15 June, 7 Sep., 7 Dec.

### PARIS LA DÉFENSE

2026 : 8 June, 31 Aug., 30 Nov.