Course : Optimizing communication via social networks

Practical course - 2d - 14h00 - Ref. SOP
Price : 1370 € E.T.

★★★★★ 4,8 / 5

Social networks are essential communication channels in any digital communications strategy. Each has its own codes and uses, governed by an algorithm. This training course teaches you how to use the main social networks to optimize your professional communication.

🎯 Teaching objectives

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

- ✓ Analyze your online presence and image
- ✓ Create an X account and search for people to follow
- ✓ Use Facebook, X, Instagram and LinkedIn networks
- ✓ Communicate on networks according to codes and customs

Intended audience
Anyone wishing to improve their professional communication via networks.

Prerequisites
None.

Practical details

Hands-on work
This training is based on the study or creation of learner profiles and their various interactions.

Teaching methods
Active teaching.

Course schedule

PARTICIPANTS
Anyone wishing to improve their professional communication via networks.

PREREQUISITES
None.

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.

1   Online presence and e-reputation

- Internet users have taken over.
- Google writes the rules of the game.
- E-reputation: definition and challenges.
- E-reputation audit.
- Social listening tools.

Hands-on work
What is your brand's e-reputation? How can you influence it?

2   Promote your company and/or personal brand

- Communication strategy.
- Personas.
- Content strategy.
- The power of storytelling.
- Write specific content adapted to each network.

Hands-on work
Create a marketing persona to better understand your targets' content expectations.

3   Identifying network types

- The panorama of social networks.
- User profile.
- Use of the main platforms.

Hands-on work
Cross-analysis of each participant's social network communication strategy. What are the best practices? What are the areas for improvement?

4   Facebook

- General presentation.
- Professional and consumer tools.
- The differences between profiles and pages.
- Configuring a company page.
- Publishing content.

Hands-on work
Register, improve your company page, search for contacts, pages and interest groups, share content.

5   LinkedIn

- General presentation.
- Prospecting tool and employer brand showcase.
- A complete personal profile.
- The importance of the network.
- Company page.
- Publishing content.

Hands-on work
Register, enhance your personal profile and company page, search for contacts, pages and interest groups, share content.

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 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 to review your request and its feasibility.

(6) Instagram

- General presentation.
- The kingdom of snack content.
- The optimized profile.
- Publishing content.

Hands-on work
Sign up, improve your account, find contacts, share content.

(7) Communities and rules of communication, codes and customs

- Animate, manage and moderate a community.
- Engage in conversation and respond.
- The toolbox for organizing your communication.

Hands-on work
Getting to grips with practical tools.

Dates and locations

REMOTE CLASS
2026 : 4 June, 15 Oct.

PARIS LA DÉFENSE
2026 : 29 June, 15 Oct.