

Course : Community management: boosting organization and communication with AI

Practical course - 2d - 14h00 - Ref. AIA

Price : 1540 CHF E.T.

★★★★☆ 4,7 / 5

Communicating and interacting with your audience on social networks has become essential. Artificial intelligence (AI) is one of the pillars of a new mode of community management. This training course provides you with all the essentials for managing social networks using AI.

Teaching objectives

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

- ✓ Understanding AI and social networking trends
- ✓ Optimize your social media strategy with AI
- ✓ Discover generative AI tools to optimize your social network management
- ✓ Create engaging content and gain efficiency with AI
- ✓ Improving audience interaction with AI
- ✓ Optimizing your intelligence with AI
- ✓ Writing like a prompt-artist

Intended audience

Anyone in charge of managing social networks for a brand or company.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Practical exercises, in-depth analysis of social network functionalities using AI.

Course schedule

PARTICIPANTS

Anyone in charge of managing social networks for a brand or company.

PREREQUISITES

No special knowledge required.

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 AI and social networks: state of play and trends

- How the algorithms of the main social networks work and their impact.
- Developments and trends to master for effective community management.
- Presentation of the state of the art in AI, machine learning and deep learning.
- NLP/NLU/NLG, automatic language processing.
- What is a chatbot?
- What is generative AI?
- What is an LLM (Large Language Model)?

Group discussion

Take stock of your social media activity, and work with the trainer to identify areas for improvement (editorial line, frequency, formats, etc.).

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.

2 Creating attractive, trend-setting content

- Reminder of the principles to be respected: image rights, copyright, etc.
- Essential tools for the community manager: Canva, Capcut, Mojo, CleanUp.pictures, etc.
- Know your audience with A/B testing (an example of automation offered by Facebook).
- Copywriting and storytelling: writing effectively in formats (AIDA, social SEO) inspired by AI (Copy.AI).
- Automate video subtitling (CapCut, YouTube Studio).

Hands-on work

Optimize the writing of your posts by taking into account trends and best practices, and drawing inspiration from certain generative AI functions.

3 Managing interactions and moderating

- Reminder of the basic principles of moderation on social networks, Google reviews and rating sites.
- Respond to questions, criticism and positive feedback, get inspired with AI (ChatGPT).
- Facebook's automatic moderation (insult filters, forbidden words).

Hands-on work

Apply best practices for responding to feedback based on situations encountered by participants.

4 Optimize your organization

- Save time by scheduling your publications.
- Master professional community management solutions (Hootsuite, Agorapulse, etc.).

Hands-on work

Use of community management tools for scheduling posts.

5 Optimizing your intelligence with AI

- Managing your watch (scope, free and professional solutions).
- Use search engines with Boolean operators to track conversations or identify profiles.
- Create a work repository via ChatGPT, ChatSonic, etc.
- Sentiment analysis: get an overview of how your community feels.
- Find out what's trending with AnswerThePublic.
- Use GPT-4, DistillBert, BERT (multilingual), etc.

Hands-on work

Use Boolean operators to refine your research and monitoring using Google, LinkedIn and Twitter.

6 Automate content with AI

- Illustrations: Dalle-E 2, Stable Diffusion, Craiyon, Midjourney.
- Texts: ChatGPT, GPT-4, camemBERT.
- HugginFace and CamemBERT.
- Become a prompt-artist!

Hands-on work

Semi-automated and fully automated creation of friezes and illustrations for the various posts.

7 Interact with your followers using AI

- Creating a chatbot with DialogFlow.
- Connection possibilities with social networks.
- Use external services, webhooks (ChatGPT, etc.).
- Find out what's hot with AnswerThePublic.

Hands-on work

Create a chatbot skeleton.

8 Advanced uses for community management with AI

- Advanced use of GPT-4 with its APIs.
- RPA, Robot Process Automation and social networks.
- RPA No Code, advanced and for developers.
- Simulate navigation, clicks and interactions with a website/social network.

Hands-on work

Simulate the automatic creation of messages on a social network.

Dates and locations

REMOTE CLASS

2026 : 21 May, 8 Oct., 10 Dec.