

Course : The essentials for improving your social networking presence with AI

Maximize your online influence

Practical course - 1d - 7h00 - Ref. AIB

Price : 890 CHF E.T.



Discover the essentials for transforming your social networking presence and gaining in efficiency thanks to artificial intelligence. Making the most of these tools requires an in-depth understanding of their mechanisms and practical applications. This training course will equip you with the skills you need to get ahead in the strategic management of your social networks.

Teaching objectives

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

- ✓ Understanding social media issues and trends
- ✓ Defining a persona and editorial line with artificial intelligence (AI)
- ✓ Optimize your social media strategy and editorial calendar with AI
- ✓ Increasing efficiency for high-impact publications
- ✓ Improve your ability to handle comments

Intended audience

Anyone responsible for managing social networks for a brand or company (marketing, communications, recruitment, employer branding, CSR, community management).

Prerequisites

No special knowledge required.return trolley on line

Practical details

Hands-on work

Practical exercises, brainstorming workshops, tool demos and hands-on practice.

Course schedule

PARTICIPANTS

Anyone responsible for managing social networks for a brand or company (marketing, communications, recruitment, employer branding, CSR, community management).

PREREQUISITES

No special knowledge required.return trolley on line

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 Be present on different types of social networks

- Social networking trends and their impact.
- The influence of consumer reviews.
- The impact of e-reputation on the brand.
- An update on the main social networks.
- Benefits, purposes, business applications.
- Which social networks to include in your strategy.

Group discussion

Review of your brand's e-reputation and discussion of the current state of your social media presence. Putting e-reputation analysis and customer expectations into perspective.

2 Strengthen your social media strategy with AI

- Recommendations for the ethical use of AI.
- Building a prompt for effective AI.
- Define your audience and expectations with AI.
- Optimize your strategy (objectives, targets, networks) thanks to AI.
- Improve your editorial line with AI.
- Building an editorial calendar with AI.
- Professionalize your organization.

Hands-on work

Defining personas with AI. Use AI to review your own strategy, work on your editorial lines and your editorial calendar.

3 Communicate effectively and improve your visibility

- Best practices for writing on social networks.
- AI for varied, high-impact copywriting.
- Increase the impact of your publications with different formats (lives, stories, reels, visuals, videos...).
- Recommended practices for referencing your posts with AI.
- Automate your prompts on ChatGPT.

Hands-on work

Workshop on writing/optimizing posts for each social network. Practice with tools for creating/optimizing visuals and videos with AI.

4 Manage your communities

- The role of a behavior charter.
- Promote brand image through interaction.
- Best moderation practices for different types of behavior.
- Improve responses to AI interactions.
- Optimize moderation organization.

Hands-on work

Identify the different types of behavior and know how to adapt your response. Based on real-life examples, get assisted by AI for effective responses.

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.

REMOTE CLASS
2026 : 5 June, 16 Oct.