

Course : Manage your visibility and digital reputation

optional DiGiTT® remote certification

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

Price : 1610 CHF E.T.



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Building a presence, influence and monitoring strategy is an essential component of community management. In this training course, you'll discover the management and optimization tools you need to implement this strategy.



Teaching objectives

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

- ✓ Measure, manage and enhance your company's e-reputation and reputation
- ✓ Develop a strategy for your presence and positioning on social networks
- ✓ Organize e-reputation monitoring and use appropriate tools
- ✓ Identify tools and applications to improve your e-reputation
- ✓ Optimize your community management organization and methodology

Intended audience

Communication, marketing, public relations and web managers, and anyone who needs to carry out community management tasks as part of their job.

Prerequisites

Basic computer skills: office automation, Internet, etc. Knowledge of the main social networks.

Practical details

Hands-on work

Theoretical input, feedback and practical exercises, in-depth analysis of social network functionalities and publishing tools.

Teaching methods

In addition to this training course, ORSYS provides Atlas members with mobile learning modules. They will be available 7 days before training and for 30 days after training.

Course schedule

PARTICIPANTS

Communication, marketing, public relations and web managers, and anyone who needs to carry out community management tasks as part of their job.

PREREQUISITES

Basic computer skills: office automation, Internet, etc. Knowledge 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.

1 Understanding the importance of e-reputation

- Definition of e-reputation.
- Sources of influence.
- The impact of e-reputation on the brand.
- The evolution of the customer experience.
- The advent of the "consumer-actor".
- Influence and management of consumer reviews.
- Making the most of customer reviews: AFNOR standards and new regulations.
- The role of employees and potential risks.

Hands-on work

Measure e-reputation using an evaluation and analysis grid. Review social media positioning choices and objectives defined by your company.

2 Organize your e-reputation watch

- Define your watch perimeter and objectives.
- Quantitative and qualitative indicators (KPIs).
- Free monitoring tools and advanced search functions (Boolean operators).
- Use X as a monitoring tool: organize your monitoring feeds.
- Professional monitoring solutions.

Hands-on work

Setting up X (formerly Twitter) for monitoring: monitoring lists and feeds. Demos of professional monitoring solutions. Create your own monitoring dashboard with Hootsuite.

3 Manage your e-reputation and visibility

- Redefine your editorial line and the added value you offer.
- Identify and mobilize bloggers and influencers: external ambassadors.
- Turn employees into ambassadors (Employee Advocacy).
- Review its moderation rules and improve its policy for answering questions and criticisms.
- Manage your image on review and rating sites: Tripadvisor, Google, Booking, Glassdoor...
- Know the best practices for moderation, reporting or deleting opinions, defamation...
- Promote your company's image through questions and interactions.
- Know and apply the right tactics to increase engagement.

Hands-on work

Find useful influential profiles, define a plan to turn employees into ambassadors.

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.

4 Enhance your presence and reputation

- Master live video, stories and reels.
- Increase the visibility of your events: live video, social wall...
- Create and organize an advertising campaign on Facebook.
- Identify the new trend in online marketing: from communication to conversation.
- Animate your community to build relationships and make them more human.
- Generate attention through "marketing attention".

Hands-on work

Appropriation of live video functions, organization and editing of real events.
Creation of an advertising campaign on Facebook.

Options

Certification : 190€ HT

DiGiTT® certification is optional when you register for this training course, and consists of 3 stages: taking a Diag® before the course, access to a digithèque to learn the concepts and notions for each digital skill, and then taking the certification exam. This consists of a 90-minute test available in English and French. The result certifies your skill level out of 1000 points (beginner, intermediate, advanced, expert). Taking this course alone is not enough to guarantee a maximum score on the exam. You can schedule and take the exam online within 4 weeks of the start of your 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 : 15 June, 28 Sep., 3 Dec.