

# Course : Digital and social networking essentials for SMEs

optional DiGiTT® remote certification

*Practical course - 2d - 14h00 - Ref. FDR*

*Price : 1650 CHF E.T.*



The digital revolution is impacting all businesses, including SMEs. This course, specifically designed for SME players, will enable you to familiarize yourself with digital and social networks, understand the issues at stake and make effective use of them for your business.

## Teaching objectives

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

- ✓ Introduction to digital and social networks
- ✓ Understanding the impact of digital technology on business activities
- ✓ Optimize your current use of digital tools
- ✓ Improve your presence and visibility on social networks
- ✓ Integrate new digital tools into your practices

## Intended audience

Self-employed entrepreneurs, employees of small and medium-sized businesses, anyone who wants to familiarize themselves with digital and social networking for their business.

## Prerequisites

No special knowledge required.

## Practical details

### Exercise

Exchange and feedback. Theoretical contributions, demonstrations and study of concrete examples adapted to participants' profiles.

## Course schedule

### PARTICIPANTS

Self-employed entrepreneurs, employees of small and medium-sized businesses, anyone who wants to familiarize themselves with digital and social networking for their business.

### 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.

## 1 Understanding the new uses of digital

- Faster and faster: technology, real time...
- More and more platforms: e-commerce, social networks...
- A personalized customer experience.
- Internet users at the heart of the Web.
- From Web to Web 4.0.

### Storyboarding workshops

Questionnaire for self-assessment of knowledge and definition of challenges.

## 2 Optimizing your website

- From showcase site to e-commerce platform.
- Content management and SEO.
- The concepts of Mobile First, Responsive Design and Adaptive Design.
- The evolution of e-commerce and new sales channels.
- The newsletter: keeping you regularly informed about our activities.

### Demonstration

Presentation of free digital marketing tools.

## 3 Developing your e-reputation on social networks

- Characteristics and uses of social networks.
- Facebook: create a profile or company page, make yourself visible, advertise...
- X (formerly Twitter): create an account, find useful profiles, keep a watch...
- LinkedIn: enrich your profile, get in touch, search for content...
- Communicate through images: Pinterest, Instagram, Snapchat
- Communicating with video: YouTube, Facebook, Periscope...

### Demonstration

Presentation of e-reputation curation and management tools.

## 4 Making business easier with digital

- Cloud Computing and Big Data: their many practical uses.
- 100% dematerialization: calls for tender and public procurement, administrative documents...
- New ways of working: telecommuting, collaborative workspaces...
- E-learning and its applications.
- BYOD (Bring Your Own Device) and its implications.

### Group discussion

Discussions on the tools to implement in your company.

## 5 Ensuring business continuity

- IT security and data protection.
- The participative economy to foster partnerships.
- Raising funds through crowdfunding.

### Hands-on work

Drawing up an individual action plan to implement priority actions.

### 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.

## Options

### **Certification : 190€ HT**

La certification DiGiTT® est en option lors de l'inscription à cette formation et s'articule en 3 étapes : le passage d'un Diag® avant la formation, l'accès à une digithèque permettant l'apprentissage des concepts et notions pour chaque compétence digitale, puis le passage de l'examen de certification. Celui-ci se compose d'un test de 90 min disponible en anglais et en français. Le résultat atteste de votre niveau de compétences sur 1000 points (débutant, intermédiaire, avancé, expert). Le seul suivi de cette formation ne constitue pas un élément suffisant pour garantir un score maximum à l'examen. La planification de ce dernier et son passage s'effectuent en ligne dans les 4 semaines qui suivent le début de votre session.

## Dates and locations

### **REMOTE CLASS**

2026 : 1 June, 14 Sep., 23 Nov.