

Course : AI and Social Media: Scaling Up Content Production

Design workflows, create content, and develop a sustainable approach.

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

Price : 1570 CHF E.T.

NEW

Artificial intelligence is profoundly transforming social media roles by accelerating the creation, adaptation, and optimization of content. Beyond productivity gains, professionals must learn to integrate these tools while maintaining editorial consistency, their brand's uniqueness, and their creativity. This training course provides a practical approach to leveraging generative AI as a true production co-pilot, setting up specialized assistants, automating certain value-added tasks, and managing a high-performing social media presence.

Teaching objectives

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

- ✓ Analyze the uses, strengths, and limitations of the main generative AI tools designed for creating content for social media
- ✓ Structure a production environment that incorporates AI assistants, editorial personas, and workflows tailored to communication objectives
- ✓ Produce and adapt multichannel text and visual content that aligns with a defined editorial strategy and brand voice
- ✓ Leverage AI to plan, analyze, and optimize the performance of social media campaigns while maintaining human oversight
- ✓ Implement a responsible approach that takes into account the legal, ethical, editorial, and creative issues related to the use of AI

Intended audience

Communications managers, digital marketing managers, community managers, social media managers, content managers, communications specialists, content creators, digital communications consultants.

Prerequisites

None

PARTICIPANTS

Communications managers, digital marketing managers, community managers, social media managers, content managers, communications specialists, content creators, digital communications consultants.

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.

Practical details

A mix of methodological presentations, demonstrations, case studies, and hands-on workshops. Individual, pair, and small-group assignments that encourage experimentation and the sharing of best practices. Sample prompts, briefing templates, editorial evaluation rubrics, and methodological guides.

Course schedule

1 An Overview of the AI Ecosystem Applied to Social Media

- Identify the main uses of generative AI in social media professions
- Compare the features of tools for generating text, images, and videos, and for data analysis
- Evaluating the Benefits and Limitations of AI Solutions
- Analyze the impacts of AI on content creation, publication, and management processes
- Position human expertise as the guarantor of editorial and strategic quality

Hands-on work

Individual assessment of current practices. Collaborative mapping of tasks that can be supported by AI. Case study in small groups: selecting a suite of tools suited to a specific social media challenge. Presentation and discussion of selection criteria.

2 Designing Effective AI Assistants and Editorial Workflows

- Define a specialized AI assistant based on a business context, a target audience, and communication objectives
- Define a brand voice that can be used by AI: tone, style, vocabulary, key messages, and constraints
- Build production workflows that incorporate briefing, creation, review, and approval
- Use AI assistants or agents to streamline editorial planning and generate content ideas
- Coordinate the integration of automation and human supervision

Hands-on work

Workshop in pairs to design a comprehensive social media strategy. Creation of a customized editorial assistant incorporating a persona, brand voice, and targeted platforms. Practical exercise: creating a monthly editorial calendar with AI assistance. Critical analysis and collaborative improvement of 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.

3 Producing and adapting multichannel content with the help of AI

- Create content aligned with a defined editorial strategy and marketing objectives
- Tailoring the same message to the specific characteristics of today's various social media platforms
- Optimize content created for social media and blogs using rewriting, enrichment, and personalization techniques
- Improve the search engine visibility of your content on social media platforms using social SEO techniques
- Create visuals and formats tailored for social media
- Ensure editorial and visual consistency to maintain the brand's voice

Hands-on work

Red Thread Case Study. Based on a provided brief, individual and then collaborative creation of a full week's worth of content for a fictional brand. Multi-channel adaptation of the posts. Creation of related visuals. Peer review of the content and refinement based on an editorial evaluation grid.

4 Automate, Analyze, and Ensure the Long-Term Sustainability of Your Social Media Strategy with AI

- Implement an AI-powered monitoring system to track trends, algorithms, and new formats on platforms
- Leveraging AI to analyze performance and generate decision-oriented reports
- Set up an AI assistant to help manage and engage your community
- Identify the opportunities and limitations of automation in community management and editorial oversight
- Address the legal, ethical, and editorial issues related to the use of generative AI
- Developing a sustainable work method that fosters creativity, professional expertise, and critical thinking

Hands-on work

Analysis of a social media performance dashboard using AI. Production of a summary report and optimization recommendations. Case study on risks related to bias, copyright, and hallucinations. Development of a personalized action plan for integrating AI into one's professional practice.

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Dates and locations

REMOTE CLASS

2026 : 3 Dec.

2027 : 18 Feb., 31 May, 9 Sep., 15 Nov.