

Course : AI and social networks, professionalizing web monitoring and research

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

Price : 890 CHF E.T.

★★★★★ 5 / 5

NEW

This course will enable you to structure, automate and refine your strategic intelligence using digital tools and artificial intelligence. You'll learn how to effectively exploit the resources of the web and social networks to identify key information and disseminate useful, relevant intelligence. At the end of this training course, you'll leave with an operational intelligence system, adapted to your business challenges, that you'll be able to develop further.

Teaching objectives

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

- ✓ Master advanced operators and feed aggregation for advanced web searches
- ✓ Setting up your watch on X (formerly Twitter) and LinkedIn
- ✓ Use ChatGPT and Perplexity to collect and synthesize information
- ✓ Deploy and configure your own GPTs and AI agents on ChatGPT to improve responsiveness
- ✓ Design a complete watch automation process on ChatGPT

Intended audience

Communication, marketing, innovation, HR, CSR managers... and all professionals wishing to optimize their Internet research and monitoring.

Prerequisites

No

Practical details

Hands-on work

Alternating theoretical contributions, on-line demonstrations and practical exercises. Practical exercises using concrete tools.

Course schedule

PARTICIPANTS

Communication, marketing, innovation, HR, CSR managers... and all professionals wishing to optimize their Internet research and monitoring.

PREREQUISITES

No

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 Monitoring fundamentals

- Structuring your monitoring approach
- Using AI to formalize your intelligence plan
- Mastering prompts for monitoring

Hands-on work

Create your intelligence plan and map your needs with AI, with the help of ChatGPT.

2 Perform advanced web searches and aggregate RSS feeds

- Mastering Boolean operators for complex Google queries
- Manage RSS feeds and web alerts
- Optimizing RSS feeds and web searches with AI

Hands-on work

Perform complex Google queries and alert tools, manage RSS feeds, aggregate and analyze feeds and searches with AI. Use of ChatGPT and Perplexity.

3 Using social networks to monitor your business

- Understand the types of monitoring that can be carried out on social networks
- Turn X into an intelligence tool
- Using LinkedIn for your business intelligence

Hands-on work

Set up monitoring feeds on X and LinkedIn, save queries for quick access.

4 Automate your intelligence with AI

- Save time with your own GPT
- Create AI agents in ChatGPT for recurring needs

Hands-on work

Based on your personal cartography, design a complete automation process with ChatGPT (selection of sources, development of the collection and synthesis prompt, restitution and adjustments, configuration of an internal GPT, parameterization of a ChatGPT AI agent for a defined frequency).

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.

Dates and locations

REMOTE CLASS

2026 : 11 June, 24 Sep., 3 Dec.