

# Course : The fundamentals of Community Management

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

**Price : 1310 € E.T.**

★★★★★ 4,4 / 5

BEST

In this training course, you'll discover the main principles and uses of the collaborative Web, and become familiar with the management and administration tools of several social platforms, including Facebook and X (formerly Twitter).

## Teaching objectives

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

- ✓ Identify the challenges of Community Management and understand its principles
- ✓ Identify the roles and missions of the Community Manager
- ✓ Master the vocabulary and uses of the social Web
- ✓ Learn about the different social networks, their functions and uses
- ✓ Create and manage accounts on the main social networks, in particular Facebook and X (formerly Twitter)
- ✓ Learn about the main tools for managing social networks

## Intended audience

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

## Prerequisites

No special knowledge required.

## PARTICIPANTS

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

## 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.

## Practical details

### Hands-on work

Theoretical input, feedback and practical exercises to familiarize you with the functionalities and uses of social networks.

### 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

### 1 Understanding the social Web and the challenges of Community

#### Management

- Understand the changing nature of Web communication.
- Identify the main levers of the social Web: social networks, blogs, proprietary social networks...
- Discover collaborative uses.
- Defining Community Management.
- Identify the challenges of Community Management for your company.

#### Hands-on work

Group discussions and feedback.

### 2 Identify the roles and missions of the Community Manager

- Define the roles of the Community Manager.
- Draw up internal and external charters for the proper use of social networks.
- Maintaining community cohesion.
- Identify the obstacles and opportunities to implementing your actions on social networks.

#### Hands-on work

Review of examples of internal and external charters.

### 3 Understanding the different types of social networks

- Identify the main uses of social networks and new trends.
- Understand their benefits, purposes and business applications.
- Determine which social networks to include in your presence strategy.

#### Hands-on work

Take stock of your presence on social networks.

### 4 Focus on Facebook and X

- Understand the challenges of Facebook for corporate communications.
- Understand the potential of Facebook and its operating principles: Post, Like, Share...
- Define template: profile, group or page.
- Know the specifics and impact of X.
- Vocabulary: followers, hashtags...

#### Hands-on work

Benchmarking competitors on Facebook and X.

## 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](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## 5 Managing a Facebook page

- Create and personalize your page.
- Manage the distribution of your publications.
- Use advanced functions.

### Hands-on work

Creation and personalization of your Facebook page, scheduling of publications.

## 6 Manage X account

- Know the main features, golden rules and best practices of X.
- Understanding the composition of a tweet: format, symbols, shortcuts...
- Customize your X profile.
- Optimize the distribution of your tweets.
- Discover Social Media Management platforms.

### Hands-on work

Learn to tweet. Personalize your profile. Use Hootsuite to manage profiles and publish content.

## 7 Discover other collaborative platforms and their functionalities

- Make yourself visible on LinkedIn: build and manage your network of contacts, create a discussion group.
- Share photos and videos: Flickr, Pinterest, Instagram...
- Share videos: Youtube, Dailymotion, Vimeo...
- Share presentations: Slideshare...
- Use curation tools: Scoop.It, Paper.li

### Demonstration

Get to grips with the main functions of different platforms.

## 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 : 30 Mar., 22 June, 5 Oct., 16 Nov.

### PARIS LA DÉFENSE

2026 : 30 Mar., 22 June, 5 Oct., 16 Nov.