

Course : Developing your communication strategy on Instagram

Practical course - 1d - 07h - Ref. GSC

Price : 760 € E.T.

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Instagram is one of the three most widely used social networks. During this training course, you'll discover the specific features of this social network and learn more about its uses and functionalities to help you achieve your communication objectives.

Teaching objectives

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

- ✓ Understand the challenges of Instagram, whatever your activity
- ✓ Defining your communication strategy
- ✓ Set up effective communications and develop visibility
- ✓ Targeted advertising

Intended audience

Marketing and communications managers, HR or customer relations managers, Community Managers and anyone responsible for managing a corporate Instagram account.

Prerequisites

Basic computer skills: office automation, Internet, etc.

Practical details

Hands-on work

Theoretical input, practical exercises, exchanges and feedback.

Course schedule

PARTICIPANTS

Marketing and communications managers, HR or customer relations managers, Community Managers and anyone responsible for managing a corporate Instagram account.

PREREQUISITES

Basic computer skills: office automation, Internet, etc.

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 challenges of Instagram for professional communication

- Discover the potential of Instagram and its impact on your communication.
- Understand the professional applications and objectives of this tool.
- Get to know the main features, codes and uses of Instagram.
- Understand the impact of the algorithm on the visibility of your posts.

Storyboarding workshops

Group discussions and feedback on existing and potential uses of Instagram for your business.

2 Defining your communication strategy on Instagram

- Define objectives and targets: branding, prospecting, employer branding, etc.
- Define an editorial line adapted to your target audience.
- Determine your KPIs (Key Performance Indicators).
- Implement your communication strategy.

Hands-on work

Definition of the steps required for an effective strategy (objective, target, editorial line...). Discover and practice tools for measuring results and analyzing an Instagram account.

3 Develop your community and visibility

- Create a professional account and customize its presentation.
- Improve the impact of your publications.
- Making effective use of Stories.
- Optimize your organization by scheduling your publications.
- Learn the golden rules and best practices of Instagram.

Hands-on work

Exercices d'optimisation de rédaction, découverte et/ou pratique d'outils pour identifier les hashtags utiles, améliorer ses photos, créer et optimiser et programmer ses publications.

4 Going further in your professional use of Instagram

- Launch a game or contest on Instagram.
- Working with influencers: risks and best practices.
- Sell your products on Instagram.
- Target advertising with sponsored posts and Stories.

Demonstration

Create a sponsored campaign on Instagram.

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.