

Digital communications manager certification course

Practical course - 11d - 77h00 - Ref. KCD

Price : 4620 € E.T.

This certification cycle will give you a better grasp of the new digital media. You'll learn how to organize communities and control the image you want to project. You'll discover the specifics of writing for the Web and for mobile devices, and learn how to write, adapt, enrich and optimize content to make it easier to read, and build loyalty among your customers and visitors. You'll also learn how to make professional-quality videos with an iPhone, and how to create e-mailing campaigns and newsletters.

Teaching objectives

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

- ✓ Design and deploy a strategy for presence and influence on social networks
- ✓ Define an editorial line and manage published content
- ✓ Know and use web and mobile writing techniques
- ✓ Master the techniques of making a video for the Web with an iPhone
- ✓ Formalize a production and distribution strategy for e-mailing campaigns and newsletters

Intended audience

Chargés de communication, community managers et rédacteurs web.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Theoretical input, practical exercises, case studies, demonstrations and handling of social media management tools.

Teaching methods

The CMA course must be taken at the beginning of the cycle. The RMB course must be taken after the CCW course. The other courses can be taken in any order.

PARTICIPANTS

Chargés de communication, community managers et rédacteurs web.

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.

Course contents

This course consists of the following modules :

Social media, organizing Community Management

Ref. CMA - 3 days

★ 4 / 5

Professional video production with iPhone/iPad/Android

Ref. IPP - 1 day

★ 5 / 5

Writing for the web

Ref. CCW - 2 days

★ 4 / 5

Writing for mobile: captivating and adapting to constraints

Ref. RMB - 1 day

★ 4 / 5

Course schedule

1 A successful social media strategy

- Understand the changing face of communication.
- Learn about the different types and uses of social networks.
- Identify targets and uses.
- Understand the impact on your organization.

Hands-on work

Take stock of your company's e-reputation. Take stock of your presence and use of social networks.

2 Manage your communities

- Etablir des chartes internes et externes pour une bonne utilisation des réseaux sociaux.
- Develop and implement an influence strategy.
- Social media planning: implementing a multi-channel communications strategy.
- Create visual content, improve organization and production.

Hands-on work

Discovery and practice of Social Media Management solutions. Community management exercises.

3 Engaging content

- Set up events and optimize your Facebook page.
- Enhance ambassador value and loyalty.
- Improve the visibility of your publications.
- Managing a crisis on the Internet and social networks.
- Evaluate the ROI and performance of your actions.

Hands-on work

Discover community management solutions. Optimize the writing and visibility of your publications. Creation of a monitoring dashboard.

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.

4 Communicate with Facebook

- Créer et organiser une campagne publicitaire sur Facebook : paramètres, ciblage, formats, emplacements, budget...
- Creating a contest on Facebook: regulations, third-party applications...
- Broadcast an event with Facebook Live.
- Master Facebook's advanced administration functions.

Hands-on work

Utilisation des fonctions avancées d'administration de Facebook et d'outils de création de campagnes publicitaires et de concours.

5 Writing for the Web

- Know the specifics of writing for the Web.
- Writing for communication: product communication, BtoB, corporate communication, crisis communication...
- Write to be read: offer value-added content that's coherent and appropriate to your message.
- Writing to be seen: the mechanics of natural referencing.
- Define an editorial strategy.
- Work on ergonomics and readability, adapt your style to the Web.

Hands-on work

Exchanges and sharing of experiences. Drafting an editorial charter. Writing articles for a website.

6 Optimizing content

- Adapt and enrich Web content: rich media, visuals, videos, sound...
- Scripting content: breakdown and progression.
- Le Copywriting : rendre attractif les titres, sous-titres, intertitres et chapôts.
- Optimizing visibility on the technical side: code and html tags.

Hands-on work

Adaptation et enrichissement de textes. Correction et amélioration de textes.

7 Writing for mobile

- Design a mobile-friendly content strategy.
- Identify and prioritize content for your mobile site.
- Adapting copywriting techniques to the mobile Web.
- Set up assessment tools and define indicators.

Hands-on work

Rédaction et rewriting de textes pour le mobile. Scénarisation de textes pour les adapter à un traitement multimédia.

8 Making a video with an iPhone

- Define video objectives and targets.
- Define the filming framework, select the actors and prepare the technical resources.
- Produce video and sound recordings.
- Editing with iMovie.
- Import, export and broadcast your videos.

Hands-on work

Production of several video recordings in real-life conditions. Editing and broadcasting via social networks.

9 Design e-mailing campaigns and newsletters

- Define campaign objectives and targets.
- Draw up specifications.
- Organize and manage content, define your editorial line.
- Writing: general principles, calibration, proofreading and validation.

Hands-on work

Study of existing newsletters and e-mailing campaigns and analysis of best practices.

10 Distribute your newsletter and emails

- Collecting addresses: renting and purchasing files, updating the address base...
- Diffuser une newsletter et des emails : mise en ligne, envoi, planning, rythme, relance, archivage...
- Evaluate and optimize your campaign and content.
- Connaître les nouvelles tendances des campagnes e-mailing : trigger marketing, vidéo...

Hands-on work

Creation of a newsletter project or campaign brief for subsequent or outsourced production.

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 : 23 Mar., 23 Mar., 20 May, 20 May, 12 Oct.,
12 Oct., 18 Nov., 18 Nov.

PARIS LA DÉFENSE

2026 : 23 Mar., 20 May, 12 Oct., 18 Nov.