Course : Social networking and community management, advanced

Practical course - 2d - 14h00 - Ref. CMW
Price : 1540 CHF E.T.

★★★★½ 4,2 / 5

Community management is a constantly evolving field. This practical training course will enable anyone already in charge of managing social networks for their company to discover management tools, grasp new trends and optimize their strategy.

🎯 Teaching objectives

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

- ✓ Understand current and emerging social media trends
- ✓ Optimize your community management organization and methodology
- ✓ Get to grips with the advanced features of social media management tools

Intended audience

Anyone in charge of managing one or more of their company's social networks.

Prerequisites

Have taken the training course "Social networks, organizing community management, ref. CMA" or be in charge of managing one or more of your company's social networks.

Practical details

Hands-on work

Practical exercises, in-depth analysis of social network functionalities, practice with publishing and monitoring tools, brainstorming workshops.

Course schedule

PARTICIPANTS

Anyone in charge of managing one or more of their company's social networks.

PREREQUISITES

Have taken the training course "Social networks, organizing community management, ref. CMA" or be in charge of managing one or more of your company's social networks.

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. Social media news and trends

- Understand current trends (uses, formats, visibility, SoLoMo...).
- Discover emerging trends.

Storyboarding workshops
Individual and collective reflections on the social media uses of participants' companies.

2. Strengthen your methodology

- Determine the key elements of an effective social media strategy.
- Redefine your editorial line and the added value you offer.
- Define or optimize KPIs.

Hands-on work
Inventory and analysis of current strategy. Guided reflection on strengths, challenges and areas for improvement.

3. Optimize your organization

- Save time with publishing tools.
- Facilitate interaction with dedicated tools.
- Discover free and paid monitoring tools.
- Analyze your social media activity and that of your competitors.

Hands-on work
Practice the advanced functions of various social media management tools, and discover monitoring tools and social media analysis platforms.

4. Boost creativity and commitment

- Combating the decline in Reach with sponsored content.
- Master live video, Stories and real.
- Create augmented events.
- Create an animation, game or contest on one or more social networks.
- Identify and mobilize bloggers and influencers.

Hands-on work
Creation of a sponsored campaign, appropriation of live video functions, creation of an augmented event, creation of an animation on Facebook or Instagram.

5. Go further in animating your community

- Review its moderation rules and improve its policy for answering questions and criticisms.
- Promote your company's image through questions and interactions.
- Know and apply the right tactics to increase engagement.

Hands-on work
Group exercises to manage issues/behaviors based on examples encountered by participants. Development of a concrete action to integrate into your strategy.

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.

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 : 19 Mar., 21 May, 24 Sep.