Course : Managing your social networks, introduction

Practical course - 1d - 7h00 - Ref. OCI
Price : 890 CHF E.T.

★★★★½   4,3 / 5

This highly practical course is particularly recommended for those new to the social Web. It enables you to discover the main principles and uses of the collaborative Web, and to familiarize yourself with the management and administration tools of several social platforms.

Teaching objectives

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

- ✓ Identify the challenges of the social Web and understand its principles
- ✓ Master the vocabulary and uses of the social Web
- ✓ Create and manage accounts on the main social networks
- ✓ Improve your visibility on social networks

Intended audience

Anyone wishing to familiarize themselves with the main social networks, whether in a professional context or for personal use.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Numerous practical exercises to familiarize you with the functions and uses of certain social networks.

Course schedule

PARTICIPANTS

Anyone wishing to familiarize themselves with the main social networks, whether in a professional context or for personal use.

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.

1 Understanding the social Web and its challenges

- Understand the changing nature of Web communication.
- Identify the main levers: social networks, blogs, proprietary social networks...
- Discover collaborative uses and social plug-ins.
- Evaluate the impact of e-Reputation on companies.
- Learn about the benefits of the social Web.

2 Use Facebook and X (formerly Twitter)

- Create a Facebook profile, group or page.
- Discover Facebook's most useful features.
- Customize your page with tabs and third-party applications.
- Manage and analyze your posts with Facebook's administration interface.
- Know how to tweet and how to use X.
- Create and customize an X profile.
- Find useful profiles and be identified.
- Maintain a professional watch.

Hands-on work
Create pages, install applications and manage publications on Facebook. Use X's main features: search for hashtags, influential profiles...

3 Expand your professional networks with LinkedIn

- Make yourself visible: optimize and enrich your profile.
- Build and manage your network of contacts.
- Develop your company page and "showcases".
- Create a discussion group.

Hands-on work
Optimize the content of your personal or company profile. Test the creation of company pages.

4 Discover other collaborative platforms and their functionalities

- Photo sharing: Flickr, Pinterest, Instagram...
- Video sharing and Reels: YouTube, Dailymotion, Snapchat, TikTok...
- Presentation sharing: Slideshare...
- Geolocation: Foursquare...
- Curation: Scoop.IT, Atavist, Twylah, Paper.LI...
- Optimize your social networking presence: discover social media management platforms.

Demonstration
Get to grips with the main functions of different platforms. Use of a multi-profile management application.

Dates and locations

REMOTE CLASS
2026 : 17 Mar., 23 June, 6 Nov.

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.