Lead your community on social media
Remote DIGITT® certification optional

Hands-on course of 2 days - 14h
Ref.: CMH - Price 2024: €1 340 (excl. taxes)

EDUCATIONAL OBJECTIVES
At the end of the training, the trainee will be able to:

Designing and deploying a social media presence and influence strategy

Setting an editorial line, creating and managing content

Leading and bringing together a community, ensuring adherence to codes of conduct, and managing crisis situations

Discovering indicators and tools for measurement and social media management

Anticipating and managing crisis situations

HANDS-ON WORK
Enhancing social media features and a social media management tool, setting a strategic and operational plan.

CERTIFICATION
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 la 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.

THE PROGRAMME

last updated: 06/2022

1) Writing a social media strategy
- Refreshers on the founding principles of social media.
- Identifying the impacts of e-reputation on the brand.
- Switching from e-reputation to e-lobbying.
- Learning a methodology for setting your strategy.
- Identifying your targets and practices: The persona method.
- Identifying your leverage: A selection strategy.
- Adapting your organization and businesses.
Hands-on work : Updating your company's e-reputation. Crafting a social media presence strategy. Using the persona method.

2) Managing a community
- Implementing a multichannel communication strategy.
- Going from communication to conversation.
- Taking into account changes in customer experience.
- Knowing how to engage and respond in the company's name.

- Knowing how to moderate. Engaging in conversation and answering. Anticipating and surprising.
- Leading your community.
- Moving towards content platforms.

Hands-on work : Scenarios in actual cases on various social media (Facebook, LinkedIn, Twitter, Instagram): Request for information, customer service question, criticism, spam, trolling, etc.

3) Creating and optimizing your content
- Community Manager tools: Creating content and visuals, improving the organization and production of that content.
- Mastering style and substance. Knowing how to tell a story.
- Broadcasting exclusive and adapted content.
- Knowing best practices to improve the visibility of your publications.
- Tweeting better: Usages, best practices, and rules for caution...
- Knowing how to manage the impact of algorithms with social advertising.
- Optimizing your Facebook page with third-party applications, monetizing your offering with social commerce.
- Promoting and building loyalty among your ambassadors: Going beyond social media.

Hands-on work : Optimizing the writing and visibility of your posts. Identifying content, defining the editorial line, choosing the right networks. Using curation and storytelling tools.

4) Evaluating your performance
- Knowing quantitative and qualitative indicators (KPIs).
- Telling apart Return on Investment (ROI) from Return on Attention (ROA).
- Statistics tools for Facebook, Twitter, and Instagram.

Hands-on work : Discovering statistics (Facebook, Twitter, and Instagram). Using effective hashtags for your business and influencers.

5) Managing a crisis situation
- Identifying different types of crisis.
- Channeling and managing the blow-up of a crisis on the Internet.
- Adopting the right communication strategy for the situation.
- Preparing and training your organization in crisis management.
- Manging critiques: Best practices and errors to avoid.

Hands-on work : Case studies and feedback.

DATES

REMOTE CLASS
2025 : 06 Mar, 15 May, 28 Jul, 09 Oct