

# Lead your community on social media

## Remote DIGITT® certification optional

Hands-on course of 2 days - 14h

Ref.: CMH - Price 2024: CHF1 490 (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

Registration for assessment and DiGiTT® certification is included in course registration. Certification is in the form of a 90-minute test. The result indicates your skill level out of 1000 points. Merely taking the course is not sufficient to achieve a maximum score. The exam must be both scheduled and then taken online within 4 weeks following the start of your 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.

### 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.

### 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.

### 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.
- Managing critiques: Best practices and errors to avoid.

*Hands-on work : Case studies and feedback.*

## DATES

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REMOTE CLASS

2024 : 16 Sep, 28 Nov