Social media, organizing Community Management

Hands-on course of 3 days - 21h
Ref.: CMA - Price 2024: CHF2 030 (excl. taxes)

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

Understanding the unique features of different social networks and their benefits to your brand

Designing and deploying a social media presence and influence strategy

Setting an editorial line and managing published content

Managing your community, ensuring adherence to codes of conduct, and managing crisis situations

Discovering tools for measurement and social media management

Identifying KPIs suited to your goals

Discovering tools for measurement and social media management

Practical exercises, enhancing social media futures, and enhancing 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: 05/2020

1) Being present on social media
- Changes in communication practices.
- Small-world theory: The founding principle of social media
- From Web 1.0 to the collaborative Web: Influencing consumer opinions.
- Impacts of e-reputation on the brand.
- From e-reputation to e-lobbying.
Hands-on work : Updating your company's e-reputation.

2) Different types of social media
- Major social media practices and emerging trends.
- Benefits, purposes, and business applications.
- What social media should you integrate into your presence strategy?
Hands-on work : How do you enhance your brand on social media? Taking stock of its presence and how it is used.

3) A winning Social Media strategy

- A methodology for setting your strategy.
- Identifying your targets and practices.
- Identifying your leverage: A selection strategy.
- Impacts on the organization: New roles (Community Manager, CDO, etc.).
- Adapting your organization and businesses.
Hands-on work : Crafting a social media presence strategy (phase 1/4).

4) Community Management

- Definition and roles.
- Internal and external charters for proper use of social media.
- Following the charter for maintaining the goal and cohesion of the community.
- Identifying obstacles and opportunities for implementing your actions on social media.
Hands-on work : Crafting a social media presence strategy: Identifying obstacles (phase 2/4). Reviewing examples of charters.

5) Influence strategy

- Social Media planning: Setting up a multichannel communication strategy.
- From communication to conversation. Risk of information overload.
- Taking into account changes in customer experience.
- Engaging and responding in the company's name.
- Leading your community.
- What place is there for a corporate blog?
- Moving towards content platforms.
- Community Manager tools: Creating visual content, improving the organization and production of that content.
Hands-on work : Enhancing the administration features of a Facebook page. Discovery and practice of Social Media Management solutions.

6) Going further in engagement

- Proprietary social media.
- Setting up leadership actions, optimizing your Facebook page with third-party applications.
- Fighting the decline of your reach with Social Advertising.
- Monetizing your products with Social Commerce.
- Promoting and building loyalty among your ambassadors: Going beyond social media.
- New trends: Networks, formats, social video, messaging, etc.
- The temptation of "buzz".
Hands-on work : Customizing a Facebook page. Discovering community leadership solutions. Discovering pay campaign solutions. Using curation and storytelling tools.

7) Content Management

- 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.
- "Picture Marketing": Creating engagement on Instagram.
- Speaking on behalf of the company.
- Twitter: Usages, best practices, and rules for caution...
- Moderating. Engaging in conversation and answering. Anticipating and surprising.
- Managing the impact of your Facebook reach.
Hands-on work : Optimizing the writing and visibility of your posts (Facebook, Twitter, Instagram, Pinterest). Crafting a social media presence strategy: Identifying content, setting the editorial line, choosing the right social networks (phase 3/4).

8) 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.
- How to better manage a crisis with the Internet and social media.
- Preparing and training your organization in crisis management.
- Manging critiques: Best practices and errors to avoid.

9) Evaluating ROI and the performance of your actions
- Return on Investment (ROI) vs Return on Attention (ROA).
- Quantitative and qualitative indicators (KPIs).
- Statistical analysis tools for Twitter, Instagram and Pinterest.
- Goals and areas to watch.
- Free observation tools.
- Optimizing monitoring through Twitter.
- Professional monitoring and engagement measurement solutions.

Hands-on work : Discovering statistics (Twitter, Instagram et Pinterest). Discovering effective hashtags for your business and influencers. Creating your monitoring dashboard. Crafting a social media presence strategy: Defining appropriate measures for your strategic plan (phase 4/4).

DATES

REMOTE CLASS
2025 : 12 Mar, 11 Jun, 01 Oct, 01 Dec