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Sign up

Community Manager training

2 days (14 hours)

Presentation

Web 2.0 has overturned codes and brought new players into the communications business. Brands and companies now have to deal with Internet users, influencers, fans and detractors alike. The Community Manager plays a key role. As a social media jack-of-all-trades, he or she must convey the company's culture, develop its reputation and share its values on key platforms (Facebook, Twitter, Youtube, Instagram, etc.). A brand's success on social networks lies in its ability to understand its targets, its creativity and its responsiveness. The Community Manager must choose the right networks, use the right tools, recruit and animate his or her community, and measure performance.

2 days of training tailored to your company's needs to understand the role of the Community Manager and learn how to carry out all his missions.

Objectives

- Understanding the role and missions of the Community Manager
- How to become a good Community Manager (qualities and tools)
- Define and implement an editorial strategy tailored to your business
- Manage and unite your community on social media

Target audience

Marketing/communications director, communications manager, marketing/communications assistant, community manager, entrepreneur

Prerequisites

Basic knowledge of marketing and Internet use

Community Manager training program

Introduction: Being a good Community Manager

- Introducing the Community Manager and his missions
- Its role and place in the company
- Its qualities and importance

Building a strategy for your social media presence

- Overview of the main platforms, their audiences and business interests
- Choosing the right networks
- Establishing the right strategy
- Defining your editorial line
- The importance of content on the web

Watch

- The key role of digital intelligence
- Monitor and evaluate your e-reputation
- Monitoring tools

Recruit

- Promote the company's social networks to its existing community
- Recruit new members through Paid offers
- Breaking down the barriers between on and o? line

Animate

- Plan your content with the editorial calendar
- Daily publishing
- Promoting an event
- Animation tools

Moderate

- Listening to your community
- Engaging in dialogue
- Managing a crisis on social media

Measure

- Setting performance targets
- Using statistical tools
- Reporting

Companies concerned

This course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Teaching methods

Practical course: 60% Practical, 40% Theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Sanction

A certificate will be issued to each trainee who completes the course.