

Internal communication and corporate social networks



MR-9 2 Days (14 Hours)

Description

This training in corporate social networks will allow you to boost your Intranet and prepare your company for the new challenges of corporate social networks.

Who is this training for ?

For whom

Internal Communication Manager and Internal Community Manager. Collaborators of communication and documentation services.

Prerequisites

None.

Training objectives

- Use the tools of the collaborative Intranet and the corporate social network.
- Create and lead internal communities.

Training program

Avant le présentiel

- A self-diagnosis.

Intranet collaboratif : utiliser les nouveaux outils de la communication

- New uses and employee expectations.
- Sharing and curation tools: Mashups, RSS, widgets, blogs, wikis,...
- Optimize your intranet for smartphones and tablets.

Organiser et gérer l'information en réseau

- Manage information and documentation (GED, CMS, Workflow...).
- From the intranet to the extranet: the opening of the platforms.
- Legal specificities.

Repenser l'Intranet : les réseaux sociaux d'entreprise

- Internal communication and networked communities: impacts and challenges.
- Professions: contributors, community managers, curators.
- Social network platforms business.

Faire vivre et animer l'Intranet collaboratif ou le RSE

- Enrich content (videos, podcasts, etc.).
- Internal community management: newsletter, chat, games, competitions, questionnaires, serious games,...
- Take advantage attendance analysis tools.

Après le présentiel, mise en œuvre en situation de travail

- A strengthening program: "One challenge per week for 7 weeks".