Community Management

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MR-159   2 Days (Hours)

Description

Community Management training is designed to give participants the skills needed to effectively manage online communities. During this training, participants will learn social media communication strategies, content management and editorial planning, as well as community interaction and comment management. Additionally, participants will explore how to analyze performance and key indicators (KPIs) to assess the effectiveness of their community management strategies.

Who is this training for ?

For whom

This training is aimed at marketing professionals, social media managers, entrepreneurs, communications managers, bloggers and anyone interested in online community management.

Prerequisites

No specific prerequisites are necessary, but basic knowledge of social media and a general understanding of digital marketing would be beneficial.

Training objectives

- Acquire a clear vision of the role and impact of Community Management.
- Become familiar with the functionalities and uses of different social platforms.
- Develop relevant communication strategies adapted to specific objectives.
- Produce attractive content and captivating to drive online community engagement.
- Proactively interact with the community, fostering a positive environment and responding effectively to feedback and needs.
- Evaluate the performance of actions taken and optimize strategies accordingly results obtained.

Training program

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We are at your disposal De Lun - Ven 09h00-18h00
email

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Introduction au Community Management

- Understanding the role and importance of Community Management
- History and evolution of social media
- Introduction to the main social platforms

Stratégies de Communication sur les Réseaux Sociaux

- Development of an effective communication strategy
- Identification of the target audience and objectives
- Creation of engaging and relevant content

Gestion de Contenu et Planification Éditoriale

- Developing an editorial calendar
- Using content management tools
- Optimizing content for different platforms

Analyse des Performances et des Indicateurs Clés (KPIs)

- Selection of relevant KPIs to evaluate performance
- Use of analysis tools to measure the impact of Community Management activities
- Adaptation of strategies according to results obtained

Utilisation d'Outils de Gestion de Communauté

- Introduction to popular community management tools
- Hands-on demonstrations and exercises using the tools
- Tips for choosing the right tools for specific needs