

Optimize your relations with the press and journalists



COM-30 2 Days (14 Hours)



Description

Press relations are evolving and require integrating social networks into your communication strategy. Identifying bloggers and influencers, optimizing the presence of your brand or company on social networks, are the actions to be carried out on a daily basis by the press relations manager. This operational training will give you the tools to choose the social networks adapted to your environment, organize effective monitoring, find the right search engines.

Who is this training for ?

For whom

Communications manager. Press relations manager. Anyone responsible for communication, in relation to the written and audiovisual press.

Prerequisites

None.

Training objectives

- Understand the evolution of the media and relations with journalists
- Define a press relations web strategy
- Master the press relations tools on the internet: blogs, forums, social networks

Training program

Définir une stratégie web de relations avec la presse Intégrer les enjeux du digital dans la stratégie des relations presse.

- The training program Expand all Collapse all Integrate internet codes and practices: connected audiences; 'rich media' or how to translate press communication into new media formats.
- Develop press materials adapted to the web.

Travailler avec les journalistes

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

- Identify the characteristics of journalists: who are they? what are their constraints and their priorities? Take advantage of new online press practices: new media and new journalists; manage your file and update it .
- Social networks: work with blogs; integrate Facebook and Twitter into your strategy; identify influencers and work with them.

Utiliser à bon escient les principaux outils des relations presse sur le web

- Format information by integrating multi-channel: social networks LinkedIn, Viadeo, You Tube, Pinterest...
- ; dissemination methods (choice of media and sections. ...).
- Optimize the presence of your brand or business on the web.
- Monitor the competition.