Community Management

Description

This training is intended for entrepreneurs, communication officers, future community managers wishing to learn the basics of animation on social networks. During this training participants will learn the basics and main techniques of community management.

Course Content

Module 1: Community Management user manual

- Definition of the Community Manager's missions
- The challenges of Community Management
- Animation of posts (structures of publications on social networks)

Module 2: Build the community and measure the actions of Community Management

- Building and animating communities
- Streaming and tense and structured monitoring
- Key indicators
- Possible tools to implement (Buffer, Hootsuite)
- Knowledge quiz

Module 3: Moderation on social networks

- How to moderate
- Preventing a bad buzz / Treating a bad buzz
- Facebook Page Exercise

Documentation

- Digital courseware included

Participant profiles

- Profiles of participants
- Communication Manager
- Marketing Manager
- Entrepreneur
- Professional
- Community Manager

Prerequisites

- Basic knowledge of internet browsing

Objectives

- Know how to define a Community Management strategy
- Know the principles of moderation

Niveau
Fondamental

Classroom Registration Price (CHF)

2000
Virtual Classroom Registration Price (CHF)
1850
Duration (in Days)
3
Reference
DM-CM