



Social media trainings

Our general trainings

Discover various social media: Presentation of multiple platforms: what they are for, what are their specific features and who are their audiences. There is much more than Facebook and Twitter. Presentation of examples for each platform. (Duration: 2h)

The social media management tools: Discover tools to help manage your social media to be the most effective. Post, monitor and analyse exchanges using available tools. (Duration: 1h30)

Digital communication tools: Presentation of tools to improve internal and external communication in order to increase the efficiency of the organization, whether to communicate with nearby colleagues or to exchange with overseas partners. (Duration: 1h30)

Digital watch tools: Discover tools that will help you follow what is happening in your business field. Be the first informed about innovations and news. Be aware of what is being said about your organization. (Duration: 1h)

Our specific trainings

Included in each training

- What to know before creating your pages?
- What informations are important for your target audience?
- How to choose the right images and the right formats?
- How to invite people to follow your new page?
- How to create the administrator roles and who to name there?
- How to fill the various parameters and what links to add?
- How work the help pages?

Specificities of each training

Creating a business page and a showcase page on LinkedIn - Duration: 1h

- The difference between a business page and a showcase page
- Brand management
- What is the admin center

Creating a professional Google+ page - Duration: 1h30

- Choosing the right type of profile
- The possibility to link all of your digital tools
- Choosing the right Google account
- Google+ and the organic web indexing

Flickr from A to Z - Duration: 2h30

- How photo searching works
- How to import images
- Album creation
- Image sharing
- How to integrate your images in WordPress
- How to use metadata
- How to use "extensions"

Creating a professional Facebook page - Duration: 1h30

- What are the different page types
- How to make sure the "About us" section is efficient
- Why and how to link your website to your page
- The Facebook community
- The tone to use

Creating a good professional profile on Twitter - Duration: 1h

- How to use hashtags
- How to personalize your color
- How to use lists
- How to use location tagging

Writing on Medium: - Duration: 2h

How to create a profile
How to search for articles
How to write with the specific tools
How to upload a text from another website
What is a "Publication"
Understanding the stats
The mobile app

* Possibility for web training with Hangout.