

SERVICES



TRAINING

SOCIAL MEDIA

The purpose

We aim to ensure that this training allows you to **DEVELOP A BETTER UNDERSTANDING OF SOCIAL MEDIA AND THE ABILITY TO BUILD A PERSONALISED STRATEGY.**

Our contribution

In addition to providing an excellent knowledge of digital communication, we also specialise in Community Management.

Our services

"The two most important things in any company do not appear in its balance sheet: its reputation and its people." Henry Ford

Today **MORE THAN EVER, COMPANIES' WEALTH IS IMMATERIAL.** To efficiently take part in the digital ecosystem, companies must build a strong communication plan compatible with the company's strategy.

We suggest you watch online activities on Facebook, Google, Instagram, Twitter, Wordpress, LinkedIn, Snapchat, Pinterest and YouTube (we provide data mapping on social media platforms looking at target actors and opinion leaders.)

We analyse which social media use is the best for you in accordance with a few criteria: publication, sharing, networking, geo-tracking, editorial line...

We explore gathering techniques, other websites' content, social networking accounts, RSS feeds, meta-engines and think tank activities so that we can share it with you. We also always make sure that the news we publish is reliable.

This training is partly dedicated to building up and developing your online profile.

The concepts of **E-REPUTATION** and **DIGITAL IDENTITY** theft will also be discussed.

At the end of the action

You will be able to generate a range of **DIGITAL COMMUNICATION TOOLS WHICH WILL MEASURE PERFORMANCE AND HELP YOU TO ADAPT AN OPTIMAL STRATEGY.** You will also be ready to create and spread an online profile that will match your expectations.

