

N | TRAINING

DISCOVERING THE SOCIAL MEDIA ECOSYSTEM

INTRODUCTION

As a business, using social media is no longer optional: these platforms are now essential to reach customers, build your brand and interact with your stakeholders. This course provides an essential foundation by exploring the unique characteristics of each social platform. This course serves as a crucial refresher to ensure all participants have a consistent understanding of various social platforms before advancing to more specialized

LEARNING OBJECTIVES

- Understand the current landscape of social media usage in Quebec, in Canada and globally.
- Identify both current and emerging social media platforms.
- Demystify different social platforms by exploring their functionalities, settings, and unique features.
- Learn how to tailor content strategies and community management practices according to each platform's audience, tone, and format.

TARGET AUDIENCE

- Employees in communications, sales, human resources or marketing
- Managers who want to have a better understanding of the current digital ecosystem

DURATION

1 hour