N | TRAINING

COMMUNITY MANAGEMENT

DESCRIPTION

In the realm of social media, people are drawn not only by engaging content but also by the opportunity to connect with a vast network of individuals and brands that resonate with their interests or habits. This connection fosters a strong sense of belonging, which can be highly advantageous for brands or companies that know how to nurture it. This course is essential for learning how to effectively care for and engage your community, turning followers into loyal advocates.

LEARNING OBJECTIVES

- Understand the main principles of community management and best practices, including what actions to take and avoid.
- Develop social media soft skills to infuse personality into your brand.
- Learn about netiquette: demystify, understand, and implement proper online social media policies.
- Gain insights into effective social media monitoring techniques.

TARGET AUDIENCE

- Communications or marketing employees and managers
- Community managers

DURATION

1 hour, with the option to add 30 to 60 minutes and include a customized practical workshop on creating a social media policy and managing social platforms (comments, private messages, escalation process)