

# 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.

### Niveau

Fondamental

### 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

## Classroom Registration Price (CHF)

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2000

**Virtual Classroom Registration Price (CHF)**

1850

**Duration (in Days)**

3

**Reference**

DM-CM