

E-Reputation

Description

This training is intended for entrepreneurs, communication managers, wishing to master and control their online reputation. During this training participants will learn how to use online reputation tools and analyze their web and social networks presence. to distinguish the different types of monitoring and the methodology to be implemented.

Niveau

Fondamental

Course Content

Module 1: The watching

- The challenges and principles of internet monitoring
- The different research tools
- Identify and select efficient and useful sources.
- Master the search tools (feedly, google alerts ...)
- Browsers and intelligent agents.
- Alert agents.
- RSS feeds.
- Watch exercise on a subject

Module 2: Social listening

- Track social media conversations / Identify opinion leaders, influencers
- Social media monitoring tools
- Measuring and evaluating trends

Documentation

- Support de cours numérique

Participant profiles

- Communication Managers
- Marketing Managers

Prerequisites

- Basic knowledge of internet browsing

Objectives

- Know how to set up a brand / personal watch
- Know how to use e-reputation tools to control your identity (personal or brand)

Classroom Registration Price (CHF)

700

Virtual Classroom Registration Price (CHF)

650

Duration (in Days)

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Reference
DM-ER