

**WE201**

WEBMARKETING

# Social media: community management and monitoring

## Objectives

To provide the knowledge and skills required to host, develop and engage your community while keeping a close eye on conversations about your brand.

## Targeted audience

Webmasters, account managers, marketing managers and communication managers.

## Prerequisite

None.

## Content

- Understanding the different types of social networks
- The importance of monitoring social media
- Establishing a social media strategy that fits into other marketing strategies
- Rules and tactics related to hosting a community on key social media sites (Facebook, Instagram, LinkedIn, YouTube, etc.)
- Social media performance
- The basics of managing communities and negative comments
- Case studies

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<http://www.technologia.com/en/information-technology/webmarketing/social-media/social-media-community-management-and-monitoring/>

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|              |               |                  |
|--------------|---------------|------------------|
| DURATION     | REGULAR FEE   | PREFERENTIAL FEE |
| <b>1 DAY</b> | <b>485 \$</b> | <b>435 \$</b>    |

## Select the training date\*

|             |                 |
|-------------|-----------------|
| Montreal    | October 21 2019 |
| Quebec City | October 23 2019 |
| Montreal    | May 11 2020     |