



crews

Where you belong

TRAINING COURSE

Social Media & Tourism

COURSE GOALS

- Understand social networks and their specificities
- Develop a Social Media strategy adapted to tourism needs
- Create content and develop an editorial plan consistent with the tourism strategy
- Master the fundamentals of influence marketing in tourism

TRAINING DURATION

14 hours, in 2 days or 4 half-days

TARGETED AUDIENCE

Accessible from all levels of study, the training is aimed at tourism professionals or job seekers wishing to train in these sectors.

PREREQUISITES

Tourism Fundamentals

ACCESS

Online application and discussion with the Experience team, response within 48 hours

RATES

- Group video training: 1,960 euros per person
- Customized training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Social media overview
 - Target audiences and audiences
 - Formats, content types and trends
 - How the algorithms work
 - Identification of tourist uses for each platform
- Social Media Strategy applied to tourism
 - Positioning
 - The different strategies: notoriety, acquisition, retention
 - Timing of publications
- Content creation in tourism
 - Content strategy
 - Do's and don'ts in tourism
- Creation of the editorial schedule
 - Organisation et process
 - Publishing tools
- Community Management
 - Animation of a community in tourism
 - Community manager tools
- Paid Advertising / Social Ads
 - Segmentation criteria for tourism
 - Ad Optimization
- Social media KPIs
 - Choice of metrics
 - Reporting tools
- Influencer marketing in tourism
 - Types of collaborations in tourism
 - Choice of influencers

Crews Education



JOBS OPPORTUNITIES AND CAREER PATH

At the end of the training, attendants will be able to apply for positions including implementation of social networks in the Tourism sector.

They can also continue to train in other skills in this sector.

TEACHING METHODS

- Teachers are working professionals
- Varied and dynamic teaching methods
- Individual follow-up with the Experience team

TOOLS

- Powerful technological tools: Google Workspace for Education, Slack, Edusign...
- Practical cases on real business situations related to the targeted sector

EVALUATIONS

- Evaluation of acquired knowledge at the end of training via a quiz or a project report

RESULTS AND PERFORMANCE INDICATORS

The first class of learners preparing for this training has not yet completed it. The results will be updated at this time.

- Satisfaction rate at the end of training: NA
- Individual progression rate: NA
- Interruption rate during training: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com