



crews

Where you belong

TRAINING

Instagram

LEARNING OBJECTIVES

- Understand the specific challenges and codes of Instagram
- Learn to build a coherent and engaging content strategy
- Optimise your profile and publishing calendar
- Analyse performance and continuously adjust your strategy

TRAINING DURATION

1 day (7 hours)

TARGET AUDIENCE

Communication officers, social media managers, community managers, freelancers, SME leaders, content creators, digital marketing students

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €840 excl. VAT per person
- Intra-company / tailor-made 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

- Understanding Instagram and its algorithm
 - Understanding formats (posts, stories, reels, guides, carousels)
 - Algorithm workings, engagement and visibility
 - Instagram's positioning within a global strategy
- Building an effective editorial strategy
 - Defining targets and objectives
 - Creating content pillars
 - Planning publications based on your audience
- Producing engaging content
 - Visual creation with Canva, CapCut, Lightroom Mobile
 - Writing effective captions and brand storytelling
 - Using trends, music, and hashtags
- Growing your community
 - Techniques to generate engagement and build loyalty
 - Strategic interactions, UGC, collaborations
 - Using insights to guide your growth
- Practical workshop
 - Instagram account audits
 - Tailored content creation in small groups
 - Developing a publication calendar

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to structure a consistent Instagram strategy, produce engaging content, grow their community and measure results using simple tools.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training led by active professionals
- Varied and dynamic teaching methods
- Individual support by the Experience team

TRAINING TOOLS

- Suite of high-performance technology tools: Google Workspace for Education, Edusign...
- Practical case studies based on real business scenarios

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress 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

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