



crews

Where you belong

TRAINING

Community Management

LEARNING OBJECTIVES

- Understand the role of the community manager in a digital strategy
- Create, schedule and publish engaging content on social media
- Manage a community strategically and effectively
- Measure the impact of actions and adjust practices accordingly

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Digital marketing, communication and social media professionals

PREREQUISITES

None

ACCESS TIME

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

PRICE

- Inter-company training: €1,420 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

- The community manager's responsibilities
 - Position within the marketing or communication team
 - Objectives, tools and key performance indicators
 - Collaboration with other departments: content, acquisition, customer relations
- Social media content strategy
 - Editorial guidelines, visual identity and brand tone
 - Creating visuals, videos, stories and engaging posts
 - Editorial calendar and publication planning
- Community animation and management
 - Engagement techniques and comment moderation
 - Building loyalty, creating connections and monitoring the community
 - Managing sensitive or crisis situations
- Platforms and tools
 - Focus on platform-specific features (Instagram, Facebook, LinkedIn, TikTok, X...)
 - Using scheduling tools (Meta Business Suite, Buffer, Hootsuite...)
 - Tracking and daily automation tools
- Performance monitoring and optimisation
 - Key KPIs based on objectives
 - Reporting dashboards and analytics tools
 - Analysing results and adjusting editorial strategy

Crews Education



CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to manage a community professionally, increase audience engagement and actively contribute to their brand's visibility on social media.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

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

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