



crews

Where you belong

TRAINING

Social Media

LEARNING OBJECTIVES

- Understand the challenges of a consistent and high-performing social media strategy
- Master key platforms and their algorithmic specificities
- Create engaging content tailored to each network
- Analyse results and adjust editorial strategy accordingly

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Marketing and communication 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

- Defining a relevant social media strategy
 - Identifying marketing and editorial objectives
 - Choosing the right platforms based on target and industry
 - Aligning social media with brand strategy
- Understanding the platforms
 - Instagram, LinkedIn, Facebook, TikTok, X (formerly Twitter), Pinterest
 - How algorithms work and engagement drivers
 - Recommended formats, posting frequency and trends
- Creating engaging content
 - Editorial tone and content style guide
 - Creating visuals, videos, stories and carousels
 - Editorial calendar and planning tools
- Community management
 - Moderation, responses, monitoring and interactions
 - Building a qualified and loyal audience
 - Crisis management and handling negative comments
- Measuring, analysing and adjusting
 - Selecting the right KPIs: reach, engagement, conversions
 - Using native insights and third-party tools
 - Improving performance through data

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to manage an effective social media strategy, create engaging content, and optimise the visibility of their company or brand on major platforms.

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

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