

TRAINING

SOCIAL MEDIA

BEGINNER

Why this course?

With the aim of making you autonomous in managing your social media, this training course gives you the best practices for using Facebook, Instagram, LinkedIn, TikTok and Google My Business.

TOPICS COVERED

Editorial calendar and content

We'll give you the pulse and inspiration on the trends on each platform and how to use them to your advantage using best practices.

Creating UGC (User-Generated Content)

The strength of UGC content lies in its sincerity and its ability to establish an emotional bond with the audience, stimulating engagement and consolidating trust.

Targeting and developing your audience

Develop your persona to better connect with your target audience.

Creating engagement

Best practice in maximizing the visibility and performance of your pages.

SEO

Tips and tricks to improve your search engine rankings.

Using Meta Business Suite

Take a guided tour of Meta Business Suite's features for optimal use.

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PRICES

Individual
\$510

Small group (2 to 10 persons)
\$235 per person



3H INCLUDING QUESTION PERIOD

