



TRAINING

**SOCIAL NETWORKS
A LEVER FOR BUSINESS**



Today, with social networks, speaking out and the impact of messages are amplified. It has never been so important to master these tools.

Develop the visibility of your company, establish a social link with its targets and customers, and obviously sells its products and services.

Foricher, in partnership with Oksa Conseil, offers you a training day dedicated to Facebook and Instagram. After a day with Stéphanie Haas, trainer in digital you will have acquired the knowledge to animate your professional social networks.

SOCIETE FORICHER
1 Avenue de la République
95400 ARNOUVILLE - FRANCE
+33 139 946 294



contact@foricher.com
www.foricher.com



Indépendant & committed miller dedicated to artisan

 **TEACHING OBJECTIVES AND BENEFITS**

- Create and animate your Facebook and Instagram account efficiently from your mobile phone
- Know how to launch an advertising campaign
- Measure the performance of its actions
- Know how to use photo « applications »

 **PREREQUISITE**

- Know how to use a personal computer and navigate on the internet
- Come with a laptop and phone mobil (having installed Facebook and Instagram applications)

 **PUBLIC**

- Installed baker or pastry chef
- Sales manager

 **TRAINING DURATION**

- 1 Day : from 9:00 pm to 1:00 am and from 2:00 am to 5:00 am

 **TRAINING SITE**

- In the meeting room

 **PARTICIPANTS**

- From 4 to 10 people

 **TEACHING METHODS**

- Decryption of participant's accounts
- Analysis of inspiring instagram accounts : Sharing and exchange of good practices
- Live work of each participant on their own accounts via a PC connected on internet
- Alternation of theory and practice with a major proportion of calibrated exercices with progressive difficulties (requests in contact, publish)
- Perform an action at the end of the training (such as publish a story, a post)

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