

Tuesday, May 28, 2024

W E ■
A R E
C O M

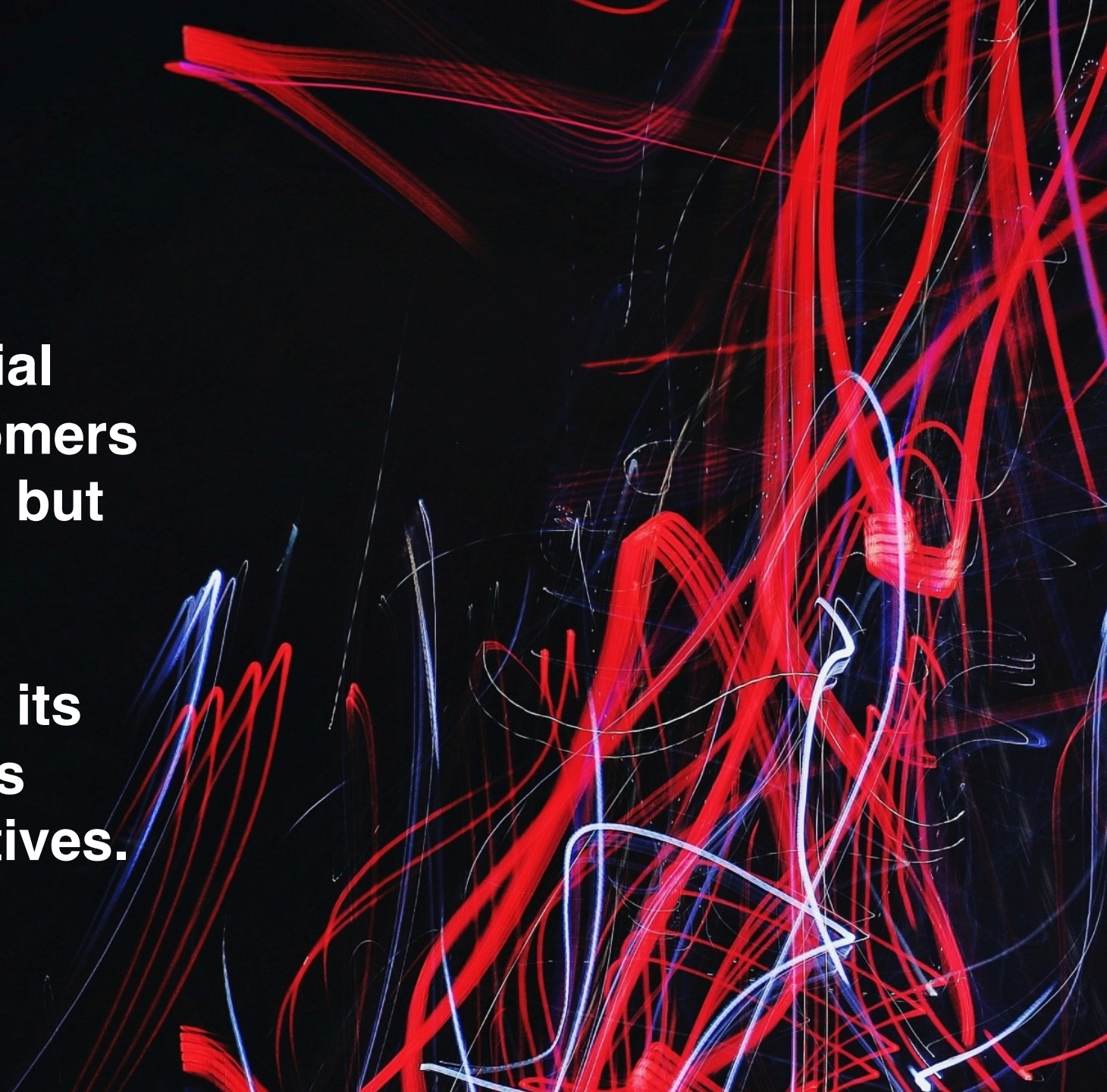
WORKSHOP

Employee advocacy programs

WHY SETUP

AN EMPLOYEE ADVOCACY PROGRAM

Digital transformation requires the use of social media to listen to customers and connect with them, but also implies greater changes in the way the company interacts with its employees and includes them in its digital initiatives.



THE POWER OF RECOMMENDATION



The opinion of someone who looks like me is more important than the opinion of an expert, a journalist, an institution, and so on.

- **21%** of French people trust Doctissimo.fr compared with only 8% for LeMonde.fr
- **1 satisfied customer tells 5, 1 dissatisfied tells 10**
- **41%** of Internet users say they regularly make spontaneous purchases following positive comments
- **74%** abandon a purchase because of negative reviews

USE OF SOCIAL NETWORKS IN THE WORKPLACE

31%

of Internet users
worldwide use them
for work

17%

of French people use
them for work

Source: Digital 2021 by Hootsuite and We Are Social

MASLOW'S DIGITAL PYRAMID

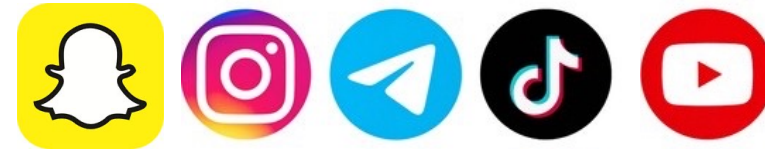
Self-actualization needs

Boost your career, open a blog, become an author, have your biography on Wikipedia



Need for esteem

Become visible or even influential, develop your reputation or prestige, work on your personal brand image



The need to belong

Build your community, share with friends and family, be part of a group...



Safety needs

Protect your conversations, search the Internet and private messaging



Physiological needs

Have battery power, be connected to the world and be able to communicate anywhere, anytime



SOCIAL NETWORKS : WHAT'S IN IT FOR BUSINESS?

75%

of **B2B buyers** use
social networks to
be better informed
by sellers



90%

of B2B decision-
makers
never respond to
cold calling



84%

opportunities arise
from a "**warm**"
introduction



EMPLOYERS PLAY A CENTRAL ROLE IN A DIVIDED WORLD

While confidence in traditional institutions is plummeting, it's at work where it's rising.

75%
of individuals
consider their
employer to be the
**most reliable
institution.**

THE POWER EMPLOYEE AMBASSADORS

53%

of Internet users
trust a company
employee more than
its CEO.

The influence and
collaborative social
reach of employee
ambassadors is
stronger than that of
a brand.

THE POWER EMPLOYEE AMBASSADORS



8X

more engagement
from content
shared by employees
than by corporate
messages

A close-up photograph of a person wearing a white lab coat, holding a silver smartphone in their left hand and pointing at the screen with their right index finger. The background is a plain, light-colored surface.

To give greater scope to their objective, **progressive companies focus on their employees as ambassadors**, emphasizing the inextricable link between employee and customer experience.

PRINCIPLES OF

AN EMPLOYEE ADVOCACY PROGRAM

What is **EMPLOYEE ADVOCACY**?

This is the mechanism by which a company mobilizes its employees so that they become ambassadors and embody the brand on social networks.

What is an **AMBASSADOR PROGRAM**?

A collective influence approach
supporting employees over the long term.



Access to a **selection of** easily shareable **content for** a panel of employees
active on social networks.



Acculturation of employees to the company's digital and social practices in
order to increase the company's digital visibility
and boost employee participation

3 REASONS TO SET UP AN **AMBASSADOR PROGRAM**



Reach new online audiences.

Supporting and **encouraging** employees on social media

Retaining and engaging employees

COMPANIES ON SOCIAL NETWORKS: TANGIBLE RESULTS

40% of

organizations engaged
in social media are
more likely to be
perceived as
competitive.

57%

are more likely to
get more leads.

58%

are more likely
to attract top
talent.

EMPLOYEES AT THE CORE OF THE APPROACH



**"Involving employees
in an "internal ambassadors to the
outside world" project**

BECAUSE

They represent the company's
strength, expertise and
successes.

FOR

Proudly embody your company's
expertise,
its place in its market and its
geographic territory.



A double benefit
for **the** company
AND **employees**

Everyone is an influencer



We are all at once
Influencer & influenced

Based on our areas of expertise

#EmployeeAdvocacy



#BeVisible -
Enhance your
expertise
and regain control
of your digital
« persona »

#EmployeeAdvocacy



#BeUnique -
Gain visibility
and develop your
internal employability
as external

#BeInformed

Stay informed, monitor your business & improve your knowledge of the market, sector and company



#BeImpactful

**Take part in the transformation
your company's digital presence**



THE MANY **BENEFITS OF** EMPLOYEE ADVOCACY **FOR COMPANIES**

- 1 Attracting **talent**
- 2 Improve **brand awareness**
- 3 Improve **employee commitment and loyalty**
- 4 Generate **direct sales** (social selling)
- 5 Increase the presence of managers as **opinion leaders**

THE MANY **BENEFITS OF** EMPLOYEE ADVOCACY **FOR EMPLOYEES**

- ➔ **87% expanded their professional network**
- ➔ **76% use it to keep abreast of industry trends**
- ➔ **48% had opportunities for professional "partnerships"**
- ➔ **47% feel they have developed a sought-after skill**
- ➔ **44% feel recognized as an influential leader in their industry**

SETTING UP

AN EMPLOYEE ADVOCACY PROGRAM

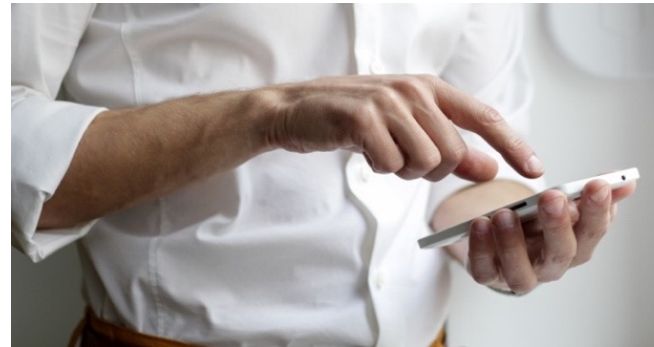
1. Define precise objectives to be able to reach them



**Increase commitment
on these social accounts
and develop your #community**



**Develop brand awareness
of your company/brand
and position yourself
as a #referent**



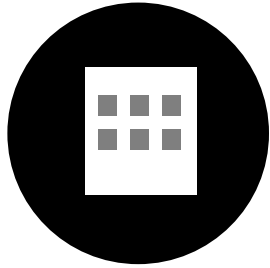
**Develop
your employer brand
to make it more attractive to
future talent**



**Increase traffic
to your site
and generate leads
with #socialselling**



2. Reinforce the company's digital transformation



FOR THE COMPANY

- Promote the company and its actions as well as the employer brand on social networks
- Amplify social networking through employees
- Embody values, expertise and professions through a community of employees



FOR EMPLOYEES

- Train employees in the use of social networks
- Increase the sense of belonging and pride in the company
- Train and acculturate both managers and employee volunteers
- Giving employees the keys to understanding and controlling their e-reputation
- Engage employees and strengthen the company's digital presence

3. Set a precise but flexible framework **leaving room for spontaneity and authenticity**

- What type of content should you publish (text, video, etc.)?
- Which social media channels to use?
- What tone should you adopt (formal, light...)?
- Best practices
- Prohibited practices or confidential information not to be disclosed
- Examples to learn from
- How do I reply to comments?
- Who should I contact if I have any questions or require further information?

4. Define the right people **to support and mobilize your employees**

> Referrers are internal relays

Goal: Stimulate engagement + feedback

Prerequisites :

Be easily identifiable
and available

Define :

- ✓ **Missions**
- ✓ **Time commitment**
- ✓ **Reward**

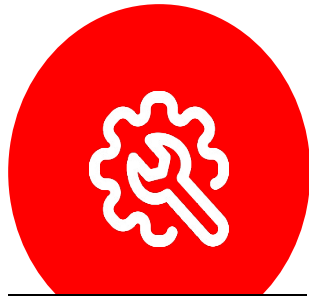


DEFINING PROGRAM GOVERNANCE



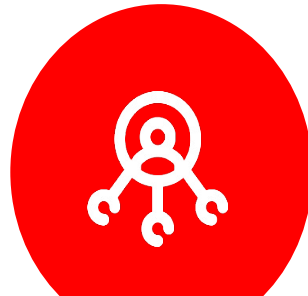
**PROJECT
MANAGERS**

**KEY ACTIVITIES
AND
PEOPLE
CONCERNED**



**PLATFORM
MANAGER**

Platform
management
and users, KPI
monitoring



**COMMITMENT
MANAGERS**

Engage departments by
aligning their needs



**CONTENT
MANAGERS &
MODERATORS**

Manage all content
Third-party content
curation and UGC
moderation



**INTERNAL
AMBASSADORS**

Creating, curating &
sharing quality
content



**IN-HOUSE
TRAINERS**

Training
of users via events
& content



#Tips

Create a team of super ambassadors

Appoint a few super-ambassadors

Involve them in building the project

Encourage them to distribute their first publications
and gather feedback

Identify the practices that have generated the most
commitment and enthusiasm from employees.

Communicate regularly with all your staff on the
progress of the project

**Ask your super ambassadors to take part in the
official launch of the program:**
why not make them your in-house referents?

5. Organize a launch event and make it a memorable moment



Why the program

Strategy and **objectives**

Process **steps**

Key contacts and their role

Available **resources**

Benefits and rewards

What should the program offer participants and the company?

6. Give employees the tools and means **to excel in this area**

#1 Train your employees

how to use social media: optimizing their profiles, best practices and uses, creating engaging conversations on social media, etc.

the tools put in place by the company to find quality content and organize its distribution





Create a KIT with resources and guidelines

- Publication templates
- Ready-to-use content: images, videos...
- Sample posts to inspire them
- Best practices
- Calendar of key events
- The limits of what can and cannot be shared on social networks about your business.
- Your program guidelines:
what, where and how to publish.

7. Select quality content **with content curation**

Facilitate access to quality content

by centralizing them in a single location, if possible with thematic or chronological sorting

Enable your employees to **appear as opinion leaders** on a subject

Vary the themes
as part of your content marketing strategy



Alternate between **entertaining content** and **news of your company** or **sector of activity**.

8. Organize content distribution using **specialized tools**

AUTOMATION TOOLS



SPECIALIZED PLATFORMS



The screenshot shows the Limber web application interface. At the top, there's a navigation bar with the Limber logo and several menu items: Murs, Contenus, Campagnes, Partages, Conversions, and Analytics. Below this, there's a section for 'Murs' with a sub-menu 'Employee Advocacy' and a button 'Ajouter un contenu'. A search bar is also present. The main content area displays several articles, including 'Gestion des talents : Comment favoriser le bien-être au travail ?' and 'Pourquoi transformer ses influenceurs en ambassadeurs ?'. Two smartphones are overlaid on the bottom of the screenshot, showing the mobile version of the application. The left phone displays a list of articles, and the right phone shows a sharing modal with various social media icons.

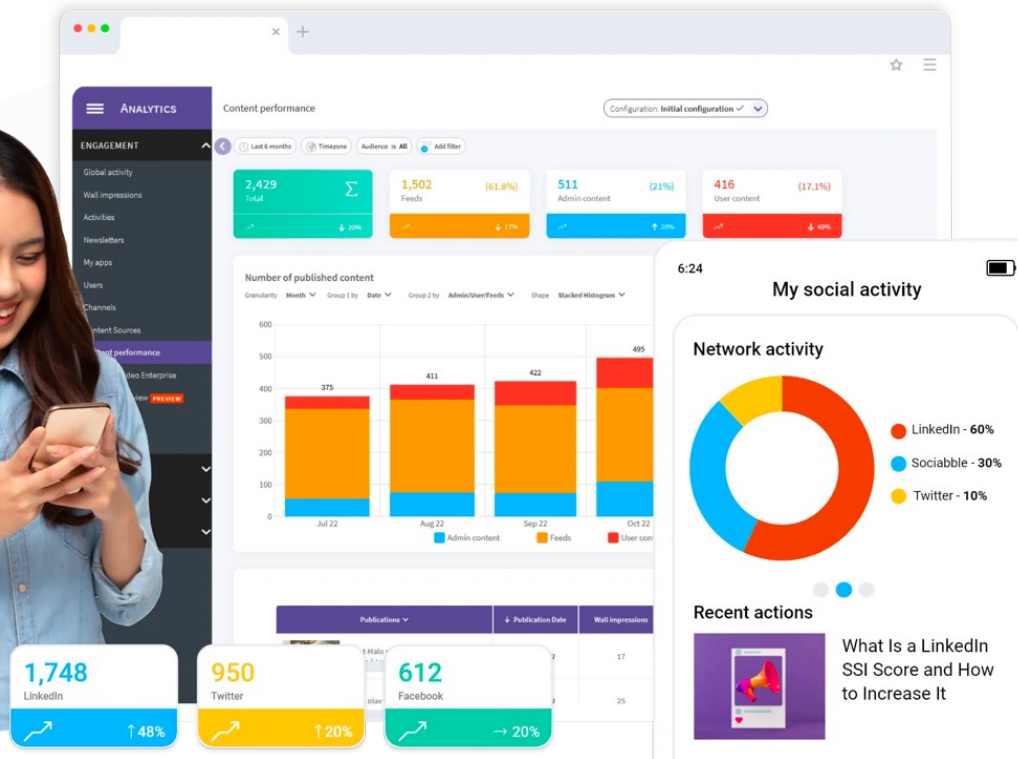
The screenshot shows the 'Leaderboard' section of the Limber application. It features a header with filters: 'Classer par : Utilisateur', 'Vue globale', and 'Avril 2020'. Below the header, there are three user profiles listed with their names, titles, and scores. Each profile has a button for 'Statistiques approfondies'.

User	Score
Bertrand Barbet Head of Sales	14 500 pts
Marie Tabek Responsable Marketing	12 650 pts
Eric Ricoff Responsable RH	11 900 pts

The screenshot shows a table of outgoing and incoming channels in the Limber application. The table has columns for 'Nom', 'Mots-clés', 'Partages', 'Clics/Vues', 'Contacts', and 'Statut'. The data is organized into two sections: 'Canaux sortants' and 'Canaux entrants'.

Nom	Mots-clés	Partages	Clics/Vues	Contacts	Statut
Julien Advocate	A	0	0	-	Actif
AdvocateJulien	A	0	0	-	Actif
virgule		0	0	-	Actif
Bertrand Barbet	A	0	0	-	Actif
jermylipo	A	0	0	-	Actif
Limber	A	0	0	-	Actif
lipo_cap	A	0	0	-	Actif
Limber		127	99	-	Actif
Limber		129	1490	-	Actif
VirguleFm		279	252	-	Actif

Sociabble



6:24 Share on LinkedIn

Customize your content

Even though it might not always seem like it, things are getting better across global industry supply chains that have been impacted since the pandemic. As shipping ports are easing up, companies are proactively investing in new technologies and building contingency plans in hopes of making their supply chains more resilient and agile.

Click on tag to add it to your post

#Inflation #TrendIndustry #LaborShortage #Third-PartyLogisticsProviders #automation

Warehouse Solutions Address 2023 Supply Chain Trends

Share

Twitter Facebook LinkedIn

My trees

You reforest the world

Plant trees and offset your CO2 emissions! See our forest's website

Thanks to us

Metric	Value
Planted trees	674
Tons of CO2	150.83
Planted varieties	47

Planters (101)

Donas Garcia

52 14.18 T CO2

9. Stimulate employee commitment throughout the program

Gamify participation of your employees



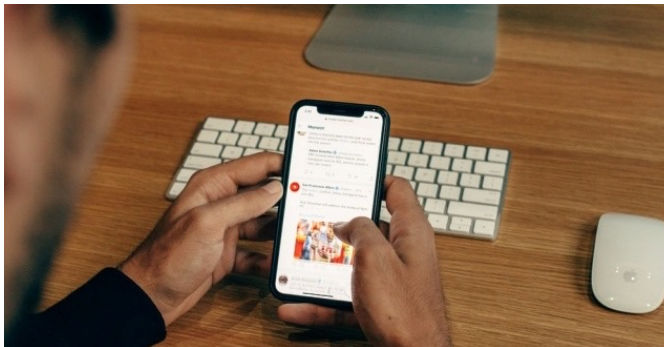
Share results
& create recurring events to
keep
engagement



Recall the benefits: develop
personal branding and
recognition
as an opinion leader in your
field



Highlight your best ambassadors in your internal communications (newsletter, screens, etc.)

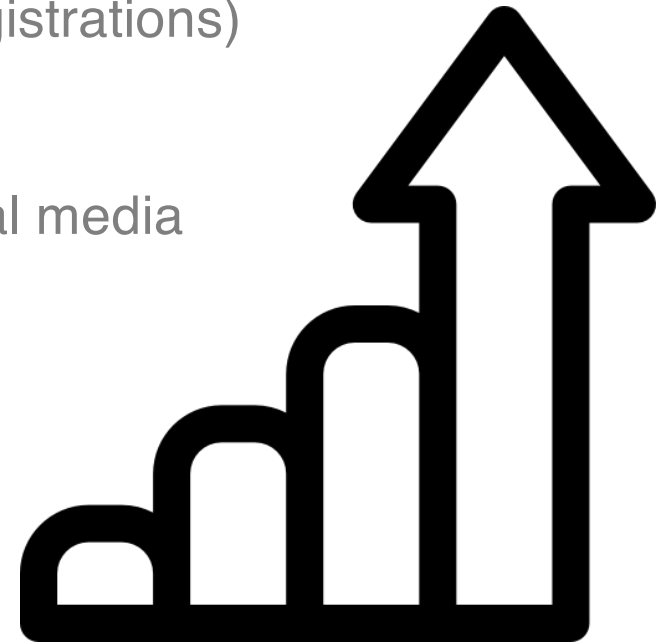


Set up a rewards system (gift vouchers, discounts on your products, awards, goodies, events, etc.).

10. Monitor program performance **to fine-tune your strategy**

Choose the KPIs that are relevant to your business and in line with your objectives:

- Top contributors and their results
- Engagement (likes, comments, shares, clicks, registrations)
- The organic reach of publications
- Traffic to your company website
- Growth in the number of subscribers to your social media pages
- Generated leads
- Conversion rate
- The number of sales attributed via tracked links...



BEST PRACTICES

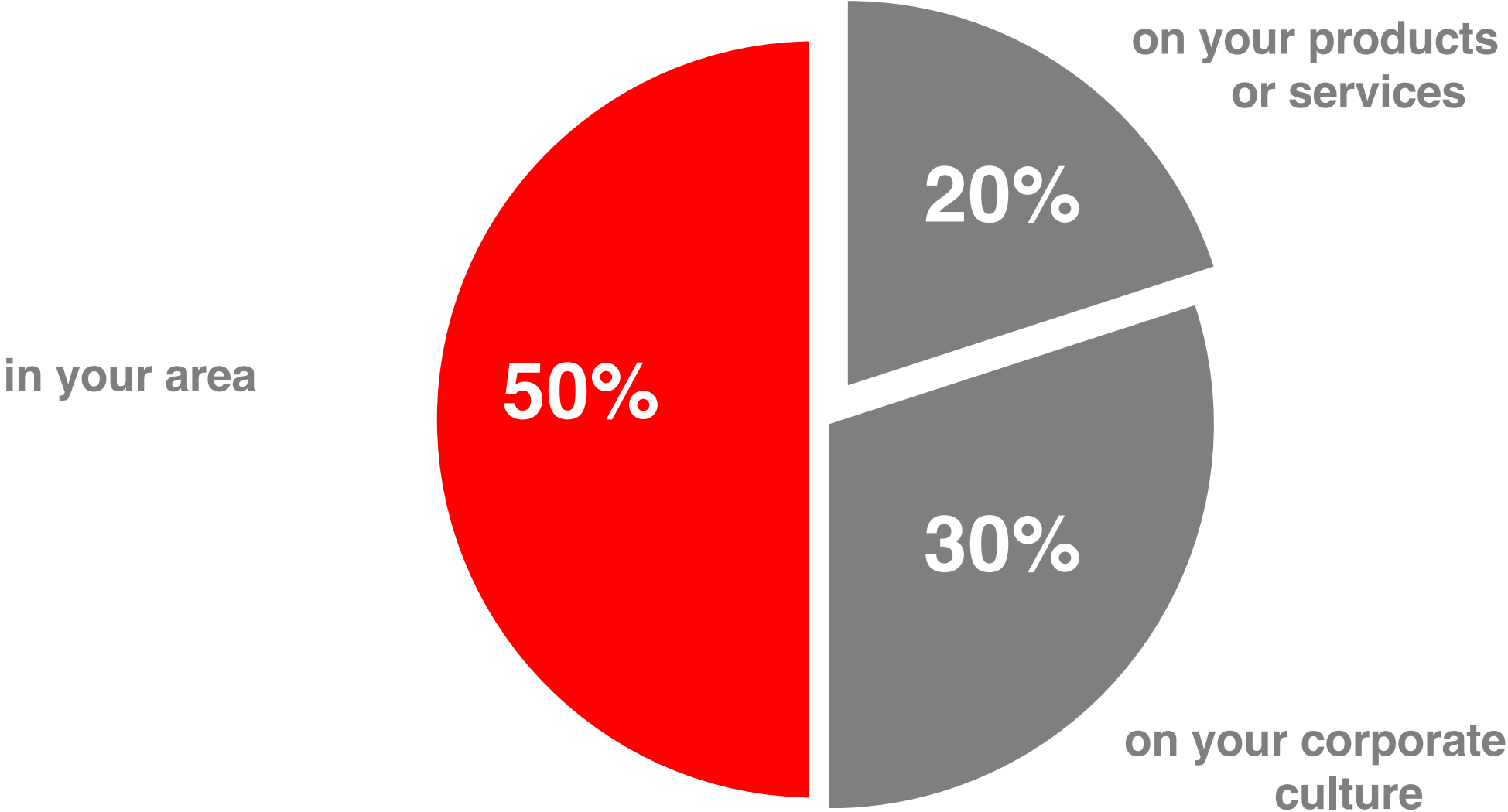
EMPLOYEE ADVOCACY PROGRAMS

CONTENT SOURCING: WHERE TO FIND IT?

- Corporate financial statements and stakeholder publications
- RSS feeds from specialized sites and blogs related to your business sector
- Feed from your monitoring tool
- Newsletters
- Intranet



CONTENT TYPOLOGY & BREAKDOWN



Define the **volume** and **frequency of** recommended publications and notifications

VOLUME

Publication target: between 1 and 3 posts / day minimum

Push Notifications: 2-3 times / week

Mail notification: 2-3 times / month

FREQUENCY

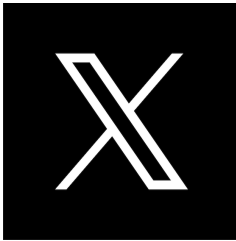
Corporate content: 2-3 times / week

Product / service content : 2-3 times / week

Industry watch content: 3-4 times / week



Good to know



X

Average lifetime of a tweet: around 4 hours.
Publication frequency: 1 to 5 times a day



LinkedIn

Average post life: about 12 hours.
It is generally advisable to publish early in the morning.
Publication frequency: 1 to 2 times a day / 3 to 4 posts per week



Facebook

Posts appear up to 14 hours after publication.
Publication frequency: 1 to 2 times a day

Engage and encourage program adoption ideas



Breakfast



Training
on request



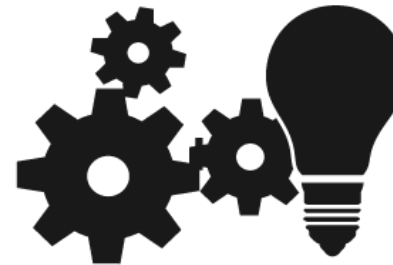
Social
Meeting



E-Mails



Video project



Project community



Training video

Gamification: enhancement policy



**BENEFITS
PROFESSIONAL**



**PRIZES TO BE WON
FOR PERSONAL USE**



**IN-HOUSE
PROMOTION**

PERIODIC VALUATION

Overall theme	E.g.: superhero, cartoon, custom
Frequency	monthly / quarterly / other
Rules for winning	E.g.: top 50 ambassadors, all content creators, best in quiz, etc.
Recognition and awards	E.g.: custo badges, promotional emails, public announcements on Sociabble, etc.

Anticipate employee questions by preparing an FAQ



- How was my account/activity identified so that I could be designated an ambassador?
- If I connect to the platform using my personal Twitter, Facebook and LinkedIn logins, how can I be sure that everything will be secure?
- Do I need to connect via a business or personal laptop?
- Will my account be monitored?
- What should I do if I am challenged on social networks following a content proposal?
- Can I refuse to receive notifications?
- Do I have any obligations in terms of frequency and quantity of content posted?
- Should my employment contract change?
- Etc.

Plan how to **react in the event of an attack** on social networks

What if...

I am a witness or directly involved

I suspect an attempt to piracy/phishing

I'm insulted or defamed in the framework of my function

Do official company accounts manage moderation and conversations?



Teach them to ask the right questions before sharing content:

- Does this content add value to my professional network?
- Would publishing this information damage my professional reputation?
- Would I be interested in seeing this content?
- Would I like to share it with people outside my company?
- Would I want my manager or colleagues to read this content?

CASE STUDIES

EXAMPLES OF
EMPLOYEE ADVOCACY
PROGRAMS

Dell and its pionner program



Renault and its ambassadors, from headquarters to plants

#EmployeeAdvocacy



Alban Nocera a publié ce contenu
18/08/2022 14:04



Une journée Ambassadeur au Mans dans l'hospitality VIP Alpine
Retour sur ma journée au Circuit des 24 heures du Mans dans l'hospitality VIP Alpine où
j'ai vécu une expérience inoubliable 🏁 #Alpine

👍 J'aime (17) 💬 Commenter (2)



📅 Ce week-end avaient lieu les Classic Days sur le circuit Bugatti au Mans. L'occasion de célébrer le centenaire de Jean Rédélé #Alpine.

🏁 En tant qu'Ambassadeur #RenaultGroup, j'ai pu participer à cet événement exceptionnel, voir l'exposition Alpine, réaliser un essai routier #AlpineA110, découvrir l'Alpine A210 de 1967 (1er cl 1500 cc) et faire un tour de piste avec Laurent Hurgon. 🏁
Tout simplement magique ! 🏁

📺 Découvrez un petit résumé vidéo de cette journée remplie de surprise !
Rencontre avec Olivier Lamirault qui m'a confié ses impressions avant de rentrer sur le circuit en A210 : "Génial, facile à conduire, c'est un vrai vélo. Faut pas aller trop loin car on a pas envie de la casser" ou encore Jean-Charles Rédélé pour qui "C'est l'histoire d'Alpine au Mans"

#ClassicDays #CircuitBugatti #LeMans

À L'INTÉRIEUR ET AUTOUR D'ENGIE, UNE GRANDE COMMUNAUTÉ SE DÉVELOPPE ET GRANDIT, LES *IMAGINATIVE BUILDERS*. UN ÉCOSYSTÈME OUVERT ET DÉCLOISONNÉ, SANS FRONTIÈRES, QUI FAVORISE LES INTERACTIONS POSITIVES ET PERMET D'APPRENDRE LES UNS DES AUTRES. LES *IMAGINATIVE BUILDERS* SE RECONNAISSENT PAR LEURS COMPORTEMENTS, PAR L'ENVIE ET LA FIERTÉ D'AVOIR UN IMPACT POSITIF. CET ÉTAT D'ESPRIT QUI IRRIGUE LE GROUPE SE NOURRIT D'UNE CONVICTION : C'EST EN S'OUVRANT LES UNS AUX AUTRES QUE NOUS CRÉONS DE LA VALEUR.



WIN-Women in Networking

Faire entendre la voix des femmes dans l'organisation



Les YPn

Connecter les jeunes et développer leur intelligence collective



Les tribus Digitales

Incarner le mariage de l'IT et du business au service de tous



Data@ENGIE

Accompagner toutes les entités dans la transformation data



La communauté RSE

Diffuser les innovations RSE pour faire advenir le progrès harmonieux



La tribu Managers 3.0

Inventer un nouveau modèle d'organisation plus horizontal et collaboratif



Les Ambassadeurs Techniciens

Partager sa passion, sa fierté, son expérience



Le Club of newcomers

Embarquer les nouvelles entreprises d'ENGIE



Les Innovateurs d'ENGIE

Diffuser la culture de l'innovation à tous les niveaux du Groupe



Les Experts clés

Partager et faire rayonner l'expertise du Groupe



Cop Industrial Projects Cop Contract Management

Faire rayonner la culture de management de projet



Les groupes Fortissimo

Favoriser la coopération commerciale



Les Change leaders

Rassembler les «doers» de la transformation d'ENGIE



Les Ambassadeurs du programme "J'apprends l'énergie"

Accompagner les enseignants pour sensibiliser les jeunes à l'énergie



Ana Busto

Directrice générale adjointe en charge de la marque et de la communication

"Les communautés rassemblent des collaborateurs engagés, passionnés et créatifs. Elles représentent une belle opportunité de communiquer différemment et plus largement nos messages."



Pierre Deheunynck

Directeur général adjoint, en charge des ressources humaines

"Les communautés d'ENGIE sont un vivier et une ressource exceptionnelle au service de notre performance collective et de l'accompagnement du Groupe dans sa transformation."

Engie, the « community manager »



Ramsay Santé Murs Partages Canaux Leaderboard

Murs

in Bertrand Barbet 3x Recherche

mar. 15 juin

www.clubic.com

Des scientifiques militent pour des "neuro-droits" protégeant notre cerveau contre des manipulations technologiques

Plusieurs neurologues demandent la mise en place de lois et réglementations pour protéger notre cerveau de manipulations technologiques.

Plusieurs neurologues demandent la mise en place de lois et réglementations pour protéger notre cerveau de manipulations technologiques.

© mar. 15 juin 15:17 Je partage

lun. 14 juin

ramsaysante.fr

Radiologie interventionnelle : quand les radiologues sont au bloc | Ramsay Santé

La radiologie interventionnelle, discipline pratiquée par les radiologues dans les blocs opératoires, permet de réaliser des interventions mini-invasives grâce à l'imagerie.

La radiologie interventionnelle permet de réaliser des interventions mini-invasives grâce à l'imagerie.

© lun. 14 juin 18:46 Je partage

ramsaysante.fr

Ramsay Santé à vos côtés pour financer votre dernière année d'études paramédicales | Ramsay Santé

Ramsay Santé vous propose de bénéficier du financement de votre dernière année de formation* par un Contrat d'Allocation Etudes (CAE).

Ramsay Santé à vos côtés pour financer votre dernière année d'études paramédicales en Île-de-France.

© lun. 14 juin 18:28 Je partage

Tous les murs

Équipes

Innovation

Patients

Prévention

Responsabilité Sociétal...

Santé

Services

sam. 12 juin

ramsaysante.fr

De la luminothérapie pour le bien-être des collaborateurs | Ramsay

www.youtube.com

harcèlement scolaire : prévenir la spirale infernale

Deuxième partie : Initiatives innovantes

#RPSante2021

Prévention du harcèlement scolaire : initiatives innovantes et remarquables - Fondation Ramsay Santé

Présentation de quelques actions innovantes dans le domaine de la prévention de la

Ramsay Santé talks CSR and science



A week in a life...

Découvrez le quotidien
des collaborateurs Faurecia du monde entier
sur Instagram

Faurecia, an open Instagram account

La Banque Postale celebrates its 16th anniversary



Julien Parot a retweeté

AXA @AXA · 20 févr.
Full Year 2019 Earnings: Growth across the board and balance sheet strength
#AXAResults www-axa-com.cdn.axa-contento-118412.eu/www-axa-com%2F

...

Strong operational performance
Full year results 2019

€ 104 bn +5%	€ 6.5 bn +2%	€ 1.43 +7%
Revenues	Underlying earnings	Dividend

#AXAResults

Underlying earnings growth
Full year results 2019

France € 1.7 bn +9%	Europe € 2.5 bn +1%
Asia & International € 1.7 bn +6%	AXA XL € 0.5 bn

#AXAResults

Our priorities
Full year results 2019

Full exit of Equitable Holdings	Reducing AXA gearing ratio	Continuing integration of XL	Expanding our Paper to Partner strategy

#AXAResults

Act to fight climate change

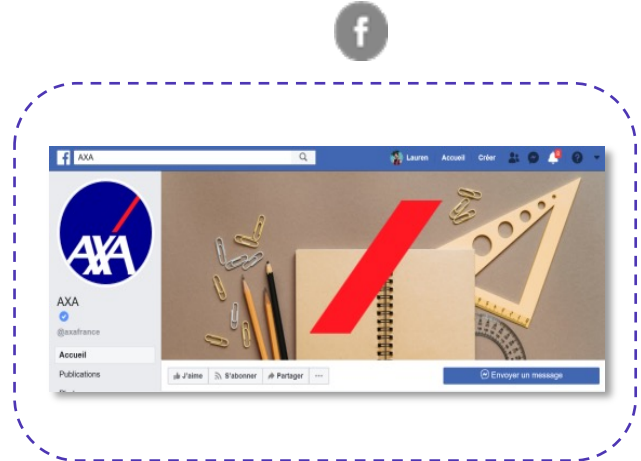
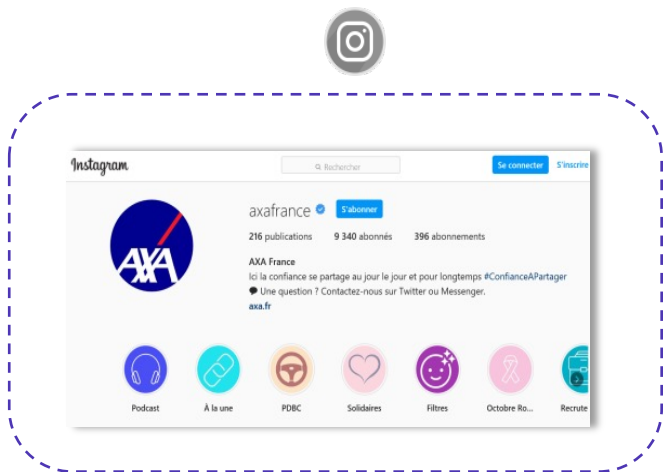
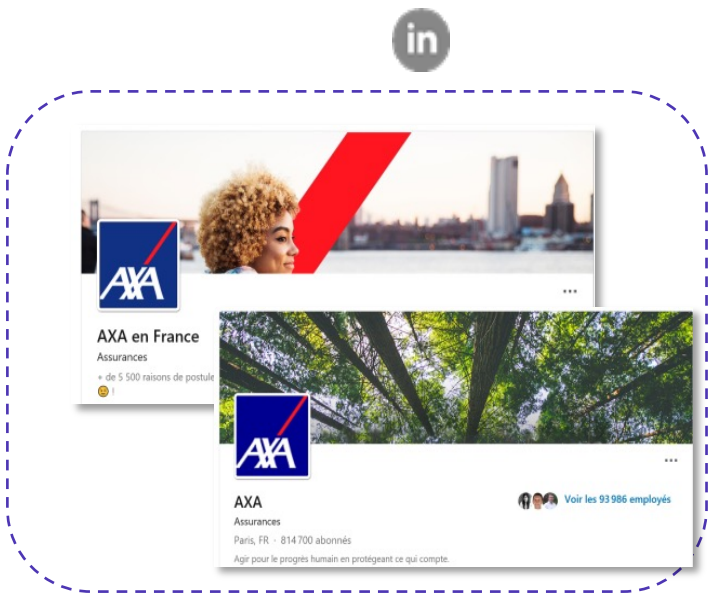
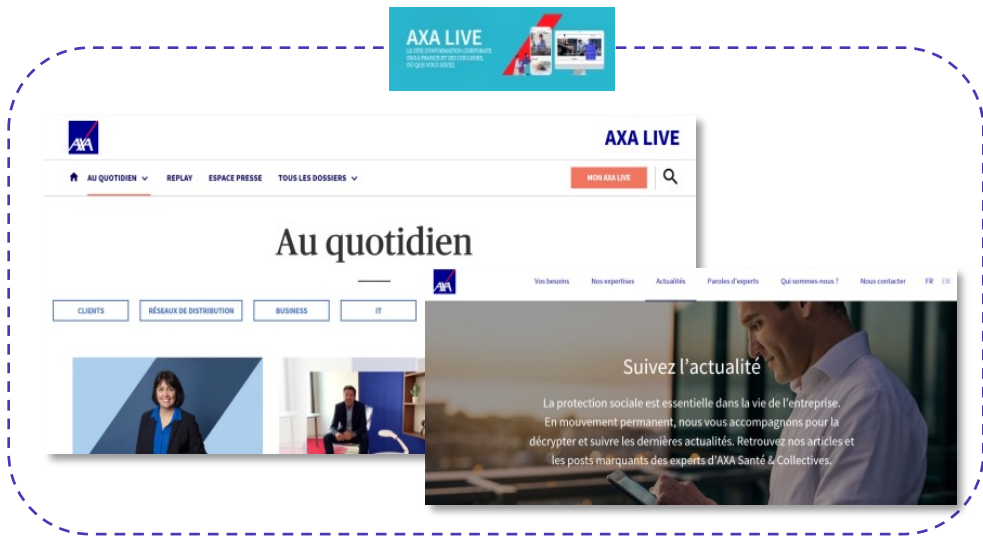
 As an investor & asset manager Green investments to Euro 24 billion Launch of transition bonds 4% coal-exposed world	 As an insurer Tightening of underwriting policy AXA Climate	 As a coalition builder Net Zero Asset Owner Alliance AXA-C40 partnership
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#AXAResults

47 41 60

Axa and its participative thinking

Multiple sources of information to share



AXA Speaker, QUESAKO?



AXA offers a **support program to** give its employees **all the keys they need to invest in the** LinkedIn and X social networks.



The aim of this program is to give people the means to **speak out** about their company and the issues that are important to them, as well as to develop their **personal branding** and **professional network**.



It means receiving tools such as **the "Speaker's Guide"**, the social networking bible, and **2X a month turnkey content** to share on social networks.



Joining AXA Speaker means joining **a community of AXA ambassadors** to exchange ideas and provide mutual support.

TO SUM UP!

EMPLOYEE ADVOCACY PROGRAMS

4 KEY CONCEPTS FOR SUCCESSFUL EMPLOYEE ADVOCACY

LETTING GO

Learn to trust, share the power of information and maximize the value of successful initiatives.

TECHNICAL EXPERTISE

Raise the skills of as many employees as possible on social networks to showcase their expertise and their attachment to the company.

ONBOARDING

Social networks as integration tools to create reference points and automatisms from the moment they join the company.

COMPLIANCE & ETHICS

Secure your employees' digital expression while protecting your company's reputation.

THE LIMITS OF EMPLOYEE ADVOCACY

Emphasize **spontaneity** and **authenticity**:
don't be too corporate.



Encourage **connections outside the company** to avoid the
the echo chamber phenomenon.



Respecting the balance between private
and professional life:
voluntary work is the watchword.



The power of employee advocacy lies in the added value that each individual can bring, over the long term.

#EmployeeAdvocacy



THE **CHALLENGES** OF EMPLOYEE ADVOCACY

- 1 Time spent**
59% of social media managers **spend between 3 and 6 hours / week running this program**
- 2 A strong commitment from top management**
58% of SMs still find it difficult to get managementto participate.
- 3 (Ongoing) team commitment**
74% of SMs see this as the main challenge, especially over the long term
- 4 Choosing tools and KPIs**
41% find it difficult to **measure** and monitor the right indicators, and 37% find it difficult to find the **right tool**.

THE FUTURE OF EMPLOYEE ADVOCACY

- Enhancing the company's **non-commercial environment**
- **AI** ?
- Defending and **sharing companies** values (more than news)
- What about Tiktok ? #CorporateTok



*"Employees' **natural commitment** will come from companies' ability to echo their own value system."*

SAVE THE DATE

AGENDA

Club

SAVE THE DATE

Tuesday, June 11 at 9 am
in video conference

Campus workshop

Greenwashing no more!

with Mohamed Mansouri, Directeur
délégué de l'Autorité de Régulation
Professionnelle de la Publicité (ARPP)





WE ARE COM TRAINING COURSES

Eligible
OPCO &
HR
budget

The experts on the We Are COM team will join you for a training session combining methodological content, benchmarking, testimonials and hands-on practice.

Location: On-site - Paris.

Also available as a videoconference

Price: preferential rate for members (-15%)

New in 2024

New 2-day formats to explore themes in greater depth: AI, social media, etc.

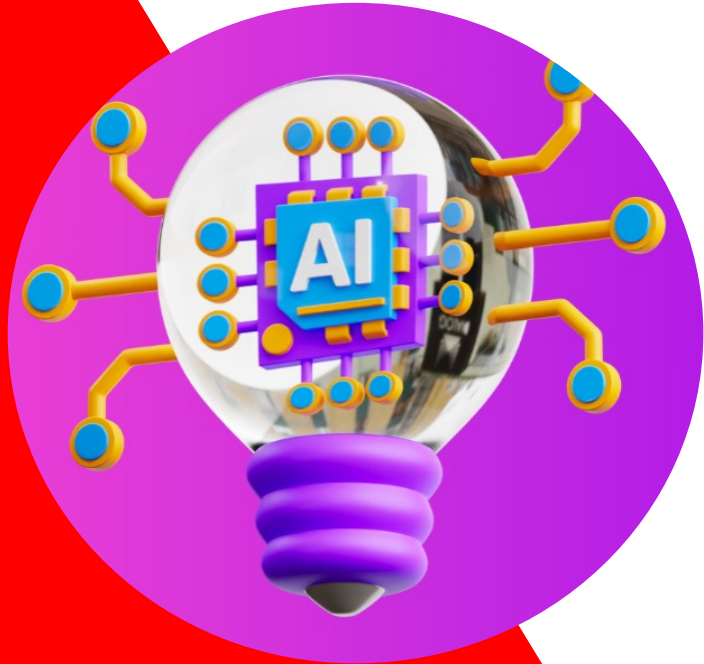
Ever more interactive sessions: Crisis Com', COM' Plan

Case studies from communicators: PR, internal communications

Themes

1. Communication plan
2. Writing for the web
3. Internal communication
4. Employer Brand
5. Press relations & influence
6. Crisis communication
7. Social media
8. Digital advertising
9. Responsible communication
10. Artificial intelligence

Training courses are also available on an in-company basis



ARTIFICIAL INTELLIGENCE

Tuesday, June 13th

In person (Paris) & visio

Harness the power of AI for your communications

Introduction: The artificial intelligence revolution

1. Thinking and producing content with AI
2. Generate visuals and videos with AI
3. Make AI part of your everyday life

Training

Thanks