



International Training
Center Paris

TRAINING SCHEDULE

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ONLINE REPUTATION MANAGEMENT TRAINING

Overview:

Online Reputation Management is an essential skill for professionals in today's digital age. This training is designed to help administrative professionals understand how to manage and maintain their organization's online reputation. Participants will learn how to monitor online mentions, handle negative feedback, and develop strategies to enhance their brand's online presence. The course will also cover how to handle online crises and protect the company's reputation.

Training Objectives:

- Understand the importance of online reputation management in today's digital world
- Learn how to monitor online mentions and feedback effectively
- Develop strategies to enhance the organization's online presence and build a positive reputation
- Understand how to handle negative feedback and address online crises
- Learn how to protect the company's reputation online

By the end of this training, administrative professionals will have the knowledge and skills to manage their organization's online reputation effectively. They will be able to monitor online mentions, handle negative feedback and online crises, and protect the company's reputation online. This course will equip participants with the necessary skills to maintain a positive online image for their organization.

Targeted Groups:

- Online reputation managers
- PR professionals focusing on online presence
- Social media managers
- Digital marketing specialists
- Professionals aiming to manage and protect online reputation

Planning:

Day 1: Introduction to Online Reputation Management

- Understanding the basics of online reputation management
- Importance of maintaining a positive online reputation
- Identifying the factors that impact online reputation

Day 2: Monitoring Online Mentions

- Techniques to monitor online mentions
- Tools for online reputation monitoring
- Handling online reviews and feedback

Day 3: Enhancing Online Presence

- Developing an effective online presence strategy
- Building a positive brand image online
- Content creation and management for online reputation

Day 4: Handling Negative Feedback and Online Crises

- Techniques to handle negative feedback and criticism
- Addressing online crises and reputational damage
- Building a crisis communication plan

Day 5: Protecting the Company's Reputation Online

- Developing a reputation management policy
- Strategies for managing online reputation risks
- Legal considerations for online reputation management