



**BLACK HORSE**

a **PARSONS** Company

# VIRTUAL OPERATIONS TRADECRAFT COURSE

## Develop Your Digital Persona

### Course Overview

The Virtual Operations Tradecraft Course (VOTC) teaches students how to create, build, and use digital personas to support and advance an organization’s virtual operations program. The one-week course begins by walking students through the step-by-step process of how to create and build a digital persona, then focuses on how to use personas online, and ends with a series of exercises that test the students on their ability to use the personas in a real-world operational scenario. This immersive and hands on course is designed to prepare students so they can return to their organization with the skills needed to use personas to advance their mission.

### VOTC Course Deliverables & Schedule (40 hours)

| Day 1  | Day 2  | Day 3   | Day 4   | Day 5  |
|--|--|---|---|--|
| <ul style="list-style-type: none"> <li>• CREATE Day Begins.</li> <li>• Social Media and Messenger Apps - Overview</li> <li>• Crafting a Killer Backstory</li> <li>• Persona Creation</li> <li>• Class Review of Persona Designs</li> <li>• Profile Pictures</li> </ul> | <ul style="list-style-type: none"> <li>• BUILD Day Begins.</li> <li>• Step-by-Step Account Creation</li> <li>• Content Creation 101 – Media and Writing Styles</li> <li>• Automated Posting and Laptop Integration Setup</li> <li>• Building UC Social Media Profiles</li> </ul> | <ul style="list-style-type: none"> <li>• USE Day Begins.</li> <li>• Targeting in a Nutshell</li> <li>• The Art of Catfishing</li> <li>• Building Support Personas</li> <li>• Screen Recording Apps and Best Practices</li> <li>• Field Exercise Briefing</li> </ul> | <ul style="list-style-type: none"> <li>• Field Exercise 1: Cold Virtual Approach</li> <li>• Field Exercise 1: Class Review</li> <li>• Field Exercise 2: Online Development</li> <li>• Field Exercise 2: Class Review</li> </ul> | <ul style="list-style-type: none"> <li>• Field Exercise 3: Transitioning</li> <li>• Final Debrief, Hotwash, Next Steps</li> <li>• Policy and Guidelines</li> <li>• AAR / Graduation</li> </ul> |

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We offer the option to create a contracted, dedicated course to meet your organization’s operational requirements. For contracted training and price quotes please send all inquiries to

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