Social Listening for PR Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s hyper-digital ecosystem, Social Listening for Public Relations (PR) has become a critical capability for brands, agencies, and communication professionals seeking to manage reputation, track sentiment, and respond to crises in real time. With the rise of AI-driven analytics, real-time media monitoring, and omnichannel communication, organizations can no longer rely on traditional PR strategies alone. Social Listening for PR Training Course equips participants with advanced skills in social media intelligence, brand perception analysis, crisis detection, and audience behavior tracking across platforms such as X (Twitter), Instagram, TikTok, LinkedIn, and Reddit.

This program is designed to help PR professionals leverage big data insights, sentiment analysis tools, influencer mapping, and trend forecasting to drive strategic communication decisions. Participants will learn how to convert raw social conversations into actionable PR strategies, improve brand reputation management, and enhance stakeholder engagement using data-backed storytelling. The course blends theory, hands-on tools, and real-world case applications to prepare learners for modern digital-first PR environments where reputation is shaped in seconds and amplified globally.

Programme Curriculum

Social Listening for PR Training Course

Introduction

In today’s hyper-digital ecosystem, Social Listening for Public Relations (PR) has become a critical capability for brands, agencies, and communication professionals seeking to manage reputation, track sentiment, and respond to crises in real time. With the rise of AI-driven analytics, real-time media monitoring, and omnichannel communication, organizations can no longer rely on traditional PR strategies alone. Social Listening for PR Training Course equips participants with advanced skills in social media intelligence, brand perception analysis, crisis detection, and audience behavior tracking across platforms such as X (Twitter), Instagram, TikTok,

LinkedIn, and Reddit.

This program is designed to help PR professionals leverage big data insights, sentiment analysis tools, influencer mapping, and trend forecasting to drive strategic communication decisions. Participants will learn how to convert raw social conversations into actionable PR strategies, improve brand reputation management, and enhance stakeholder engagement using data-backed storytelling. The course blends theory, hands-on tools, and real-world case applications to prepare learners for modern digital-first PR environments where reputation is shaped in seconds and amplified globally.

Course Duration

5 days

Course Objectives

1. Master social listening tools for PR strategy optimization
2. Understand real-time brand sentiment analysis and monitoring
3. Apply AI-powered media intelligence for reputation management
4. Identify crisis communication signals from social media data
5. Develop influencer mapping and digital stakeholder analysis skills
6. Track viral trends and hashtag performance analytics
7. Build data-driven PR campaigns using audience insights
8. Interpret consumer behavior patterns from social conversations
9. Enhance online reputation management (ORM) strategies
10. Use competitive intelligence in PR through social monitoring
11. Design social media listening dashboards and KPI tracking systems
12. Improve brand sentiment recovery during PR crises
13. Integrate predictive analytics in public relations strategy planning

Target Audience

1. Public Relations professionals and communication officers
2. Digital marketing strategists and social media managers
3. Corporate communication teams and brand managers
4. Media analysts and reputation management consultants
5. Government and NGO communication specialists
6. Advertising and creative agency professionals
7. Journalism and media studies graduates
8. Startup founders and business development teams

Course Modules

Module 1: Foundations of Social Listening in PR

- Introduction to social listening ecosystems
- Evolution from traditional PR to digital PR intelligence
- Key platforms-X, Instagram, TikTok, LinkedIn, Reddit
- Role of data in modern reputation management
- **Case Study:** Nike’s real-time social listening during product launches

Module 2: Social Media Monitoring Tools & AI Analytics

- Overview of AI-powered listening tools
- Dashboard setup and keyword tracking systems
- Boolean search and query optimization
- Automated sentiment classification models
- **Case Study:** Spotify's use of AI listening for campaign optimization

Module 3: Sentiment Analysis & Brand Perception

- Positive, negative, and neutral sentiment mapping
- Emotion detection in online conversations
- Brand health scoring metrics
- Crisis sentiment spike identification
- **Case Study:** United Airlines reputation crisis analysis via sentiment tracking

Module 4: Crisis Detection & Real-Time PR Response

- Early warning signals in social chatter
- Crisis escalation frameworks
- Response timing and message control strategies
- Fake news and misinformation tracking
- **Case Study:** KFC chicken shortage crisis response strategy

Module 5: Influencer Mapping & Stakeholder Intelligence

- Identifying key digital influencers
- Engagement rate vs follower count analysis
- Community-driven PR amplification
- Stakeholder sentiment segmentation
- **Case Study:** Coca-Cola influencer mapping campaigns

Module 6: Trend Forecasting & Viral Intelligence

- Hashtag lifecycle analysis
- Meme culture and viral propagation
- Predictive trend modeling using AI
- Cultural insight extraction from social data
- **Case Study:** Barbie movie viral marketing campaign insights

Module 7: Competitive Intelligence in PR

- Benchmarking brand sentiment vs competitors
- Share of voice (SOV) tracking
- Industry reputation comparison dashboards
- Consumer preference analytics
- **Case Study:** Apple vs Samsung social listening competition analysis

Module 8: Advanced PR Strategy & Data Storytelling

- Converting data into PR narratives
- Executive reporting dashboards
- KPI design for PR success measurement
- Integrating social listening into campaign planning

- **Case Study:** Netflix data-driven content promotion strategy

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com