Social Media Crisis Management 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-connected digital ecosystem, Social Media Crisis Management has become a mission-critical competency for every brand, organization, and public-facing entity. A single viral post, customer complaint, misinformation wave, or PR misstep can escalate into a full-scale digital reputation crisis within minutes. Social Media Crisis Management Training Course equips participants with advanced skills in online reputation management, crisis communication strategy, brand protection, and real-time response frameworks to mitigate risks across platforms such as Facebook, Instagram, X (Twitter), TikTok, LinkedIn, and emerging social channels.

The course is designed to build expertise in crisis detection, sentiment analysis, social listening tools, stakeholder communication, and damage control strategies. Participants will learn how to proactively prevent crises, respond effectively under pressure, and rebuild brand trust using structured recovery models. By integrating real-world case studies, AI-driven monitoring techniques, and modern PR strategies, this program ensures professionals are fully prepared for the fast-evolving landscape of digital crisis escalation, misinformation management, and brand resilience engineering.

Programme Curriculum

Social Media Crisis Management Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Master Social Media Crisis Identification & Early Warning Systems
2. Develop expertise in Real-Time Reputation Monitoring
3. Understand Digital Risk Assessment Frameworks
4. Build skills in Crisis Communication Strategy Development
5. Apply Sentiment Analysis & Social Listening Tools
6. Execute Rapid Response Protocols for Viral Incidents
7. Strengthen Brand Reputation Recovery Techniques
8. Learn Influencer & Stakeholder Crisis Coordination
9. Manage Misinformation & Fake News Containment
10. Design Multi-Platform Crisis Messaging Strategies
11. Implement Corporate PR Damage Control Models
12. Use AI-Powered Crisis Prediction Tools
13. Build Long-Term Digital Trust Restoration Plans

Target Audience

1. Corporate PR & Communication Managers
2. Digital Marketing Professionals
3. Social Media Managers & Content Strategists
4. Brand Reputation Management Teams
5. Startup Founders & Business Owners
6. Government Communication Officers
7. NGO & Nonprofit Media Teams
8. Customer Experience & Support Leaders

Course Modules

Module 1: Foundations of Social Media Crisis Management

- Understanding digital crisis ecosystems and triggers
- Types of social media crises
- Crisis lifecycle: detection to recovery
- Importance of speed vs accuracy in response
- Case Study: United Airlines passenger incident viral backlash

Module 2: Social Listening & Crisis Detection Systems

- Introduction to social listening tools and dashboards
- Real-time sentiment tracking techniques
- Identifying early warning signals
- Hashtag and keyword monitoring strategies
- Case Study: Tesla online sentiment spikes during product launches

Module 3: Crisis Communication Strategy Development

- Crafting crisis communication frameworks
- Message alignment across platforms
- Tone management in sensitive situations
- Internal vs external communication balance
- Case Study: KFC chicken shortage apology campaign

Module 4: Viral Escalation & Rapid Response Management

- Managing viral content escalation cycles
- First 60 minutes response protocol
- Controlling narrative in real-time
- Platform-specific response strategies
- Case Study: Starbucks racial bias incident response

Module 5: Misinformation & Fake News Control

- Identifying misinformation patterns online
- Fact-checking and correction strategies
- Coordinating with platforms for takedowns
- Community engagement for truth amplification
- Case Study: COVID-19 misinformation campaigns

Module 6: Brand Reputation Recovery Strategies

- Post-crisis rebuilding frameworks
- Trust restoration communication plans
- Long-term brand sentiment recovery
- Customer engagement after crisis
- Case Study: Apple battery slowdown controversy recovery

Module 7: Influencer & Stakeholder Crisis Management

- Managing influencer backlash situations
- Stakeholder alignment during crises
- Third-party communication coordination
- Contractual and ethical considerations
- Case Study: Nike influencer controversy management

Module 8: AI, Automation & Future of Crisis Management

- AI-driven predictive crisis analytics
- Automation in social media monitoring
- Chatbots for crisis communication support
- Future trends in digital risk management

- Case Study: Coca-Cola AI-driven brand monitoring system

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