Social Media Governance 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 economy, Social Media Governance has become a critical pillar for organizations aiming to protect brand integrity, ensure regulatory compliance, and manage reputational risk. With rising concerns around data privacy, misinformation, AI-generated content, and digital accountability, businesses must establish robust governance frameworks across platforms like Meta (Facebook & Instagram), X (Twitter), LinkedIn, TikTok, and YouTube. Social Media Governance Training Course equips professionals with advanced skills in policy creation, risk mitigation, content moderation, and digital compliance strategy aligned with global best practices.

As organizations scale their digital presence, the need for real-time monitoring, ethical engagement, crisis communication, and social media auditing has never been greater. This course provides a structured approach to building enterprise-grade governance systems, leveraging analytics, AI moderation tools, and platform-specific compliance standards. Participants will gain practical expertise in managing brand safety, influencer compliance, cybersecurity risks, and regulatory frameworks such as GDPR-aligned social governance models.

Programme Curriculum

Social Media Governance Training Course

Introduction

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5 days

Course Objectives

1. Develop a Social Media Governance Framework for enterprises
2. Implement Digital Risk Management Strategies across platforms
3. Master Content Moderation Policies & Automation Tools
4. Strengthen Brand Safety and Reputation Management Systems
5. Apply Crisis Communication & Response Protocols
6. Understand Data Privacy Laws (GDPR, CCPA) in Social Media
7. Design AI-Powered Social Listening Systems
8. Build Influencer Compliance and Ethics Guidelines
9. Conduct Social Media Audits and Performance Governance Reviews
10. Manage Misinformation and Fake News Mitigation Strategies
11. Establish Cross-Platform Content Governance Standards
12. Optimize Enterprise Social Media Security Controls
13. Integrate Regulatory Compliance with Digital Marketing Strategy

Target Audience

- Corporate Communication Managers
- Digital Marketing Professionals
- Social Media Managers & Strategists
- Compliance & Risk Officers
- Brand Managers and PR Specialists
- Government & Public Sector Communication Teams
- NGO Communication and Advocacy Officers
- Cybersecurity & Data Privacy Professionals

Course Modules

Module 1: Foundations of Social Media Governance

- Introduction to governance models in digital ecosystems
- Key principles: transparency, accountability, compliance
- Stakeholder mapping in social media governance
- Platform ecosystem overview
- Governance vs. moderation vs. compliance distinction
- **Case Study:** Facebook misinformation governance evolution post-2020 elections

Module 2: Digital Risk & Reputation Management

- Identifying social media risks in real time
- Brand reputation tracking systems
- Risk scoring models for digital platforms
- Early warning systems for viral crises
- Incident escalation frameworks
- **Case Study:** PepsiCo ad backlash crisis management response

Module 3: Content Moderation & Policy Enforcement

- Automated vs manual moderation systems
- Community guidelines development
- Hate speech and harmful content classification
- AI moderation tools and limitations
- Enforcement consistency across platforms
- **Case Study:** YouTube content moderation policy enforcement challenges

Module 4: Data Privacy & Regulatory Compliance

- GDPR, CCPA and global privacy frameworks
- Consent management in social media campaigns
- Data retention and user tracking policies
- Cross-border data transfer issues
- Compliance audits for social platforms
- **Case Study:** Meta GDPR fine and compliance restructuring

Module 5: Crisis Communication & Response Strategy

- Crisis lifecycle in social media environments
- Rapid response communication planning
- Media monitoring during crises
- Stakeholder communication alignment
- Post-crisis recovery strategies
- **Case Study:** United Airlines passenger incident viral crisis

Module 6: AI, Social Listening & Analytics Governance

- AI-powered sentiment analysis systems
- Social listening dashboards and KPIs
- Predictive analytics for brand risk
- Bot detection and misinformation tracking
- Data-driven governance reporting
- **Case Study:** Nike campaign sentiment analysis and brand uplift tracking

Module 7: Influencer & Brand Collaboration Governance

- Influencer vetting and compliance checks
- Contractual governance frameworks
- Disclosure rules and FTC guidelines
- Fake influencer detection systems
- Campaign accountability metrics
- **Case Study:** Fyre Festival influencer marketing collapse

Module 8: Enterprise Social Media Security & Auditing

- Account security and access governance
- Internal controls for social media teams
- Audit frameworks for digital channels
- Cybersecurity threats on social platforms
- Governance reporting and dashboards
- **Case Study:** Twitter (X) account hacking incident of high-profile users

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
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:

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