Social Media Public Relations (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 fast-evolving digital ecosystem, Social Media Public Relations (PR) has become a critical pillar for brand reputation, crisis management, and audience engagement. Organizations are no longer judged solely by traditional media presence but by their online visibility, sentiment analysis, influencer engagement, and real-time communication strategy across platforms such as Facebook, Instagram, LinkedIn, X (Twitter), TikTok, and YouTube. Social Media Public Relations (PR) Training Course equips participants with advanced skills in digital PR strategy, reputation management, content virality, media relations, and social listening tools to effectively shape and protect brand narratives in a highly competitive attention economy.

The course is designed to bridge the gap between traditional public relations and modern social media marketing ecosystems, enabling professionals to master brand storytelling, crisis communication, influencer collaborations, and data-driven PR campaigns. Participants will learn how to leverage AI-powered analytics, social listening dashboards, and engagement optimization techniques to build strong digital reputations, manage public perception, and drive measurable business impact. By the end of the program, learners will be capable of executing integrated social media PR strategies that enhance trust, credibility, and global brand authority.

Programme Curriculum

Social Media Public Relations (PR) Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Master Social Media PR Strategy Development
2. Understand Digital Reputation Management Techniques
3. Apply Crisis Communication in Real-Time Social Media
4. Utilize Social Listening and Sentiment Analysis Tools
5. Build Effective Brand Storytelling Frameworks
6. Implement Influencer Marketing and Collaboration Strategies
7. Optimize Online Brand Visibility and Engagement
8. Manage Corporate Communication across Digital Platforms
9. Develop Viral Content Strategies for PR Campaigns
10. Analyze Audience Insights using Data Analytics Tools
11. Execute Cross-Platform Media Relations Strategy
12. Strengthen Online Crisis Recovery and Damage Control
13. Integrate AI Tools in Social Media PR Automation

Target Audience

1. Public Relations Officers and Managers
2. Digital Marketing Specialists
3. Corporate Communication Executives
4. Social Media Managers
5. Brand Strategists and Consultants
6. Journalism and Media Professionals
7. Startup Founders and Entrepreneurs
8. Government and NGO Communication Teams

Course Modules

Module 1: Foundations of Social Media PR

- Evolution of PR in the digital era
- Difference between traditional PR and Social PR
- Key platforms and ecosystems
- Role of storytelling in digital branding
- Building PR objectives and KPIs

- **Case Study:** Nike’s digital storytelling strategy on Instagram campaigns

Module 2: Digital Brand Reputation Management

- Online reputation building strategies
- Monitoring brand mentions and feedback
- Handling negative reviews and comments
- ORM (Online Reputation Management) tools
- Reputation scoring metrics
- **Case Study:** Tesla’s brand sentiment fluctuations on X (Twitter)

Module 3: Social Media Crisis Communication

- Crisis identification and escalation matrix
- Real-time response strategies
- Crisis messaging frameworks
- Damage control techniques
- Post-crisis brand recovery
- **Case Study:** Starbucks racial bias incident response strategy

Module 4: Social Listening & Sentiment Analysis

- Introduction to social listening tools
- Tracking hashtags, keywords, and mentions
- Sentiment categorization
- Audience behavior mapping
- Data-driven PR decisions
- **Case Study:** Netflix audience reaction analysis during content controversies

Module 5: Influencer & Digital PR Partnerships

- Identifying relevant influencers
- Micro vs macro influencer strategies
- Campaign collaboration models
- ROI measurement in influencer PR
- Contracting and ethical considerations
- **Case Study:** Coca-Cola influencer-led global campaigns

Module 6: Content Strategy for PR Impact

- Viral content creation techniques
- Emotional storytelling frameworks
- Multimedia PR content
- Hashtag strategy and trend hijacking
- Editorial calendar planning
- **Case Study:** Apple product launch storytelling campaigns

Module 7: Data-Driven PR Analytics

- Key PR performance indicators (KPIs)
- Engagement rate optimization
- Conversion tracking from PR campaigns

- AI-powered analytics tools
- Reporting dashboards and insights
- **Case Study:** Amazon data-driven customer engagement strategy

Module 8: Integrated Media Relations Strategy

- Combining traditional and digital PR
- Press release optimization for SEO
- Media outreach strategies
- Cross-platform communication planning
- Building long-term media relationships
- **Case Study:** Microsoft global media relations transformation 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
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