Crisis Management and Social Media Escalations Training Course

Professional Development Training Course Outline

Category	Customer Service and Customer Experience	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s fast-paced digital landscape, organizations are constantly exposed to reputational risks fueled by social media and online platforms. A single negative post or poorly handled crisis can escalate rapidly, impacting brand credibility, customer trust, and overall business continuity. Crisis Management and Social Media Escalations Training Course equips participants with cutting-edge strategies, practical frameworks, and proactive approaches to manage crises efficiently while safeguarding organizational reputation. Emphasis is placed on real-time decision-making, digital monitoring, and strategic communication to navigate high-pressure scenarios.

Through immersive case studies, interactive simulations, and actionable insights, participants will learn to detect potential threats early, respond effectively, and turn challenges into opportunities for brand reinforcement. By integrating trending social media analytics, risk assessment tools, and crisis response protocols, this course ensures participants gain hands-on expertise in managing reputational challenges. The training empowers professionals to become agile, confident, and strategic communicators capable of mitigating digital crises in today’s interconnected world.

Programme Curriculum

Crisis Management and Social Media Escalations Training Course

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Course Duration

5 days

Course Objectives

1. Master proactive crisis detection strategies using social listening tools.
2. Develop effective real-time escalation protocols for social media issues.
3. Strengthen brand reputation management during high-pressure scenarios.
4. Understand the psychology of digital audiences and online behavior.
5. Implement strategic communication frameworks for crisis resolution.
6. Enhance cross-functional collaboration in crisis situations.
7. Learn to prioritize incidents based on risk and impact assessment.
8. Build data-driven monitoring dashboards for early threat identification.
9. Apply social media analytics to detect patterns and prevent escalation.
10. Master stakeholder engagement strategies during critical events.
11. Integrate AI tools and automation for rapid response.
12. Conduct post-crisis analysis to improve organizational readiness.
13. Foster resilient organizational culture to navigate reputational challenges.

Target Audience

1. Social Media Managers
2. PR and Communications Professionals
3. Customer Service Leaders
4. Brand Managers
5. Marketing Strategists
6. Crisis Response Teams
7. Corporate Executives
8. Risk and Compliance Officers

Course Modules

Module 1: Introduction to Crisis Management

- Understanding types of crises in digital environments
- Key principles of crisis preparedness and mitigation
- Risk assessment and impact evaluation frameworks
- Role of leadership in crisis situations
- Case Study: Major brand handling social media backlash

Module 2: Social Media Escalations and Monitoring

- Monitoring social platforms for early warning signs
- Social listening tools and sentiment analysis
- Detecting trending risks and viral content
- Prioritization strategies for escalation
- Case Study: Viral post escalation management

Module 3: Strategic Communication During Crisis

- Crafting clear and transparent messaging
- Managing internal and external stakeholders
- Aligning messaging across channels
- Crisis communication templates and frameworks
- Case Study: Effective messaging that mitigated reputational damage

Module 4: Risk Assessment and Decision-Making

- Evaluating crisis impact on brand and business
- Rapid decision-making frameworks
- Scenario planning and simulations
- Risk vs. urgency matrix for prioritization
- Case Study: Quick decisions that averted public backlash

Module 5: Reputation Management and Brand Recovery

- Brand recovery strategies post-crisis
- Online reputation repair techniques
- Leveraging positive content for reputation reinforcement
- Long-term trust-building approaches
- Case Study: Successful brand recovery after a viral incident

Module 6: Tools, Analytics, and AI in Crisis Management

- Social media analytics dashboards
- AI-driven sentiment analysis
- Automation for real-time alerts and responses
- Predictive modeling for potential crises
- Case Study: AI-driven escalation prevention

Module 7: Crisis Simulation and Role-Play

- Interactive crisis scenario exercises
- Role-based team simulations
- Real-time decision-making practice
- Feedback and performance evaluation
- Case Study: Simulated crisis response success

Module 8: Post-Crisis Analysis and Continuous Improvement

- Conducting post-mortem analysis
- Lessons learned and knowledge sharing

- Updating crisis protocols and playbooks
- Integrating improvements into organizational culture
- Case Study: Post-crisis analysis leading to process optimization

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- 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

Start Date	End Date	Location	Price
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

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