Digital Crisis Communication 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, Digital Crisis Communication has become a critical capability for organizations navigating reputational threats, misinformation, cyber incidents, and social media backlash. With the rise of real-time news cycles, AI-generated content, viral misinformation, and cancel culture, brands must respond within minutes not hours to protect trust, credibility, and stakeholder confidence. Digital Crisis Communication Training Course equips professionals with advanced skills in crisis response strategy, media relations, social listening, online reputation management, and digital risk mitigation, ensuring they are prepared for high-pressure communication scenarios across platforms like X (Twitter), LinkedIn, TikTok, Instagram, and news media ecosystems.

The program focuses on building strong capabilities in crisis preparedness frameworks, rapid response protocols, sentiment analysis, stakeholder communication, and digital narrative control. Participants will learn how to design resilient communication systems that integrate AI monitoring tools, brand reputation dashboards, crisis simulation models, and multi-channel messaging strategies. By combining theory with real-world simulations, this course ensures learners can effectively manage brand crises, cybersecurity breaches, PR disasters, and viral backlash events while maintaining organizational trust and digital authority.

Programme Curriculum

Digital Crisis Communication Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Master Digital Crisis Communication Strategy Development
2. Understand Online Reputation Management (ORM) frameworks
3. Apply Real-time Social Media Monitoring & Listening Tools
4. Develop Rapid Response Communication Protocols
5. Manage Brand Reputation Recovery after PR Crises
6. Implement AI-powered Sentiment Analysis techniques
7. Design Crisis Communication Playbooks & SOPs
8. Handle Misinformation & Fake News Mitigation strategies
9. Build Stakeholder Communication & Engagement models
10. Strengthen Media Relations during crisis escalation
11. Execute Multi-platform Crisis Messaging
12. Conduct Crisis Simulation & Scenario Planning exercises
13. Integrate Cybersecurity incident communication response frameworks

Target Audience

1. Corporate Communication Managers
2. Public Relations (PR) Professionals
3. Social Media Managers & Digital Marketers
4. Government Communication Officers
5. NGO Communication Specialists
6. Brand Managers & Corporate Strategists
7. Crisis Management & Risk Officers
8. Startup Founders & Business Leaders

Course Modules

Module 1: Foundations of Digital Crisis Communication

- Crisis communication principles and models
- Types of digital crises
- Stakeholder impact mapping
- Communication lifecycle during crises

- Case Study: *United Airlines passenger incident viral crisis response*

Module 2: Online Reputation Management (ORM)

- Reputation monitoring systems
- Brand sentiment tracking tools
- Review management strategies
- Influencer impact on reputation
- Case Study: *Tesla brand sentiment fluctuations on social media*

Module 3: Social Media Crisis Response Strategy

- Platform-specific response strategies
- Viral escalation management
- Hashtag crisis control techniques
- Real-time engagement protocols
- Case Study: *KFC chicken shortage crisis*

Module 4: Misinformation & Fake News Control

- Identifying misinformation patterns
- Fact-checking frameworks
- Rapid correction messaging
- Digital rumor containment strategies
- Case Study: *COVID-19 misinformation management by WHO*

Module 5: Cybersecurity & Data Breach Communication

- Breach disclosure protocols
- Legal & ethical communication requirements
- Customer trust recovery strategies
- Internal vs external messaging alignment
- Case Study: *Facebook (Meta) data breach communication response*

Module 6: AI, Analytics & Crisis Prediction

- AI-driven social listening tools
- Predictive crisis indicators
- Sentiment analytics dashboards
- Early warning systems
- Case Study: *Brandwatch predictive analytics in brand risk detection*

Module 7: Stakeholder & Media Crisis Engagement

- Media briefing strategies
- Investor communication protocols
- Government & regulatory communication
- Press statement development
- Case Study: *BP Deepwater Horizon press communication strategy*

Module 8: Crisis Simulation & Recovery Planning

- Crisis simulation exercises

- Scenario-based planning models
- Post-crisis brand rebuilding
- Reputation recovery roadmap
- Case Study: *Samsung Galaxy Note 7 recall crisis management*

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

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

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