Social Media and Political Narratives on Migration Training Course

Professional Development Training Course Outline

Category	Migration and Refugee	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today?ÇÖs digital-first society, social media platforms play a transformative role in shaping political debates, influencing migration discourses, and molding public opinion. Narratives around migration are amplified through Twitter (X), Facebook, TikTok, and Instagram, where digital activism, political campaigns, and misinformation collide. Social Media and Political Narratives on Migration Training Course equips learners with the knowledge and tools to critically analyze and strategically engage in narrative framing, digital storytelling, and migration politics. Participants will explore the intersections of media power, political messaging, and migration identity to understand how narratives shape policy outcomes, electoral influence, and public attitudes.

This training blends academic insights with practical case studies, real-time analysis, and digital strategy workshops. By the end of the program, participants will be empowered to identify propaganda techniques, develop counter-narratives, and leverage data-driven communication to foster inclusive discourse on migration issues. With a mix of social media analytics, political communication, migration studies, and digital diplomacy, this course prepares learners to become change-makers in reshaping conversations about migration in both national and global contexts.

Programme Curriculum

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Course Objectives

1. Analyze political narratives on migration in global and local contexts.
2. Identify misinformation and disinformation tactics on social media.
3. Evaluate the role of digital storytelling in migration debates.
4. Understand the power of hashtag activism in shaping migration discourse.
5. Assess how algorithmic bias influences migration narratives online.
6. Develop counter-narratives against xenophobia and populism.
7. Examine the influence of influencers and thought leaders on migration perception.
8. Interpret media framing in political campaigns on migration.
9. Use social media analytics to track narrative trends.
10. Apply digital diplomacy in shaping positive migration dialogue.
11. Explore AI-driven content moderation for migration topics.
12. Investigate cross-border communication in migration narratives.
13. Design effective strategic communication campaigns for migration awareness.

Organizational Benefits

- Improved narrative intelligence for migration-related communications.
- Stronger capacity to counter misinformation in political debates.
- Enhanced skills in audience engagement on digital platforms.
- Increased organizational credibility and trust in migration discussions.
- Better use of data-driven strategies to influence public opinion.
- Development of innovative communication campaigns.
- Strengthened ability to collaborate with policymakers and media.
- Resilience against political manipulation and propaganda.
- Amplified reach through effective social media storytelling.
- Contribution to a more inclusive, fact-based migration discourse.

Target Audience

1. Policy makers and government officials
2. Journalists and media professionals
3. Civil society organizations and NGOs
4. Migration and refugee advocates
5. Social media strategists and digital marketers
6. Political campaign managers
7. Academics and researchers in migration studies
8. Students and young leaders in political science or media studies

Course Duration: 5 days

Course Modules

Module 1: Introduction to Migration Narratives

- Understanding migration as a political and social issue
- Historical context of migration storytelling
- Key stakeholders in migration discourse
- Political versus humanitarian framing
- Global versus local migration narratives
- **Case Study: European refugee crisis narratives (2015?Çô2020)**

Module 2: Social Media as a Political Arena

- Evolution of digital communication
- Role of social media in political campaigning
- Virality and migration content
- Platforms as political battlegrounds
- Trends in online political engagement
- **Case Study: Migration debates on Twitter (X) during U.S. elections**

Module 3: Media Framing of Migration

- News framing techniques
- Agenda-setting and migration issues
- Emotional storytelling in migration coverage
- National security versus human rights framing
- Media ownership and political bias
- **Case Study: UK media framing of Brexit and migration**

Module 4: Digital Storytelling and Migration

- Power of personal stories online
- Visual media: memes, reels, and infographics
- Building empathy through digital storytelling
- Storytelling for advocacy campaigns
- Narrative construction in migration debates
- **Case Study: #RefugeesWelcome campaign on Facebook**

Module 5: Disinformation and Fake News on Migration

- Defining misinformation vs disinformation
- Fake accounts and bots in migration debates
- Deepfakes and manipulated media
- Spotting propaganda techniques
- Combating disinformation with facts
- **Case Study: False narratives about migrants during COVID-19**

Module 6: Hashtag Activism and Online Movements

- Hashtags as mobilization tools

- Role of influencers in migration campaigns
- Digital activism versus slacktivism
- Coordinated hashtag campaigns
- Measuring impact of online movements
- **Case Study: #NoBanNoWall and migrant solidarity activism**

Module 7: Algorithmic Influence and Bias

- Social media algorithms explained
- Algorithmic amplification of migration topics
- Bias and visibility of narratives
- Filter bubbles and echo chambers
- Algorithm transparency and ethics
- **Case Study: Facebook?ÇÖs role in shaping migration discussions**

Module 8: Counter-Narratives Against Xenophobia

- Defining counter-narratives
- Humanizing migrants through storytelling
- Building resilience against hate speech
- Narrative framing for inclusivity
- Designing effective counter-campaigns
- **Case Study: Positive migrant stories in Canada**

Module 9: Political Campaign Strategies on Migration

- Electoral messaging on migration
- Populist rhetoric and public opinion
- Political advertising on social media
- Policy framing in digital spaces
- Targeted micro-campaigns
- **Case Study: Migration as a key issue in 2016 U.S. elections**

Module 10: Migration and Human Rights Discourse

- Rights-based narratives in media
- Humanitarian storytelling
- Advocacy and legal frameworks
- Political resistance to rights-based frames
- Building alliances through rights narratives
- **Case Study: UNHCR storytelling initiatives**

Module 11: Data Analytics for Migration Narratives

- Introduction to social media analytics
- Tracking hashtags and keywords
- Sentiment analysis of migration content
- Data visualization tools
- Predicting narrative trends
- **Case Study: Twitter sentiment analysis of migration posts**

Module 12: AI and Content Moderation

- Role of AI in regulating content
- Automated detection of hate speech
- Challenges of moderation on migration issues
- Ethical dilemmas in content regulation
- Global vs regional moderation policies
- **Case Study: TikTok content moderation on migrant topics**

Module 13: Migration Narratives Across Borders

- Regional variations in narratives
- Transnational storytelling networks
- Diaspora communities online
- Comparative discourse analysis
- Global governance and migration stories
- **Case Study: Migration narratives across EU vs Africa**

Module 14: Strategic Communication Campaigns

- Designing impactful campaigns
- Integrating online/offline strategies
- Target audience segmentation
- Storytelling for persuasion
- Evaluation and feedback mechanisms
- **Case Study: IOM?ÇÖs ?Ç£Together?Ç¥ campaign on migration**

Module 15: Future of Migration Narratives in Digital Age

- Emerging technologies and narratives
- Role of metaverse and VR in storytelling
- Risks of AI-generated propaganda
- Building ethical digital futures
- Policy recommendations for inclusive narratives
- **Case Study: Predicting migration debates in 2030**

Training Methodology

- Interactive lectures and expert-led discussions
- Group-based debates and collaborative analysis
- Hands-on workshops with social media monitoring tools
- Real-time case study analysis of political campaigns
- Role-play and simulation of narrative framing
- Project-based learning with final campaign design

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	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

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