Social Media Monitoring 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 digital-first economy, Social Media Monitoring has become a critical capability for organizations seeking to protect their brand reputation, understand customer sentiment, and gain real-time market intelligence. With billions of conversations happening daily across platforms such as X (Twitter), Facebook, Instagram, LinkedIn, TikTok, and Reddit, businesses must leverage advanced social listening, sentiment analysis, and digital analytics to stay competitive. Social Media Monitoring Training Course equips participants with practical skills to track, analyze, and respond to online conversations using industry-leading monitoring tools and methodologies.

The program focuses on building expertise in brand monitoring, crisis detection, competitor intelligence, influencer tracking, and data-driven decision-making. Participants will learn how to transform raw social data into actionable insights that improve marketing strategy, customer engagement, and business growth. Through hands-on exercises, real-world simulations, and case-driven learning, the course ensures mastery of social media analytics dashboards, KPI tracking, engagement metrics, and AI-powered listening tools for modern digital ecosystems.

Programme Curriculum

Social Media Monitoring Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Master Social Media Monitoring Tools & Platforms
2. Understand Real-Time Brand Reputation Management
3. Analyze Customer Sentiment & Emotional Analytics
4. Develop Social Listening Strategies for Business Growth
5. Track Competitor Analysis & Market Intelligence Trends
6. Identify Influencer Impact & Engagement Metrics
7. Detect Online Crisis & Risk Communication Signals
8. Use AI-Powered Social Media Analytics
9. Measure Campaign Performance & ROI Analytics
10. Implement Hashtag Tracking & Trend Forecasting
11. Improve Digital Customer Experience (CX) Insights
12. Build Data-Driven Marketing Strategies
13. Strengthen Cross-Platform Social Media Intelligence

Target Audience

1. Digital Marketing Professionals
2. Social Media Managers & Strategists
3. Public Relations (PR) Officers
4. Brand Managers & Communication Teams
5. Business Intelligence Analysts
6. Customer Experience (CX) Specialists
7. Entrepreneurs & Startup Founders
8. Government & NGO Communication Officers

Curse Modules

Module 1: Introduction to Social Media Monitoring

- Understanding social media ecosystems
- Importance of digital listening in business
- Key platforms and data sources
- Introduction to monitoring tools
- **Case Study:** How global brands detect early reputation issues via monitoring

Module 2: Social Listening Fundamentals

- Difference between monitoring vs listening
- Setting up keyword tracking systems
- Identifying brand mentions and sentiment
- Structuring listening dashboards
- **Case Study:** Nike’s social listening strategy during product launches

Module 3: Sentiment Analysis & Emotion Detection

- Positive, neutral, and negative sentiment classification
- AI-based sentiment tracking models
- Emotion mining in customer feedback
- Real-time sentiment dashboards
- **Case Study:** Airline crisis sentiment recovery analysis

Module 4: Brand Reputation Management

- Online reputation lifecycle
- Identifying reputation risks early
- Crisis escalation frameworks
- Response strategy development
- **Case Study:** Coca-Cola brand reputation monitoring success

Module 5: Competitor Intelligence & Market Tracking

- Competitor benchmarking techniques
- Share of voice (SOV) analysis
- Campaign tracking across competitors
- Identifying market gaps using data
- **Case Study:** Samsung vs Apple social analytics comparison

Module 6: Influencer & Trend Monitoring

- Identifying key influencers in niches
- Tracking engagement and reach metrics
- Viral trend identification techniques
- Hashtag performance analysis
- **Case Study:** TikTok viral campaign tracking breakdown

Module 7: Crisis Detection & Management

- Early warning systems for brand crises
- Social media risk indicators
- Rapid response communication planning
- Fake news and misinformation control
- **Case Study:** Fast-food chain crisis response on Twitter/X

Module 8: Reporting, Analytics & Decision Making

- Building social media dashboards
- KPI selection and tracking frameworks
- Data visualization techniques
- Executive reporting strategies

- **Case Study:** E-commerce brand using analytics for sales uplift

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

Start Date	End Date	Location	Price
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