Social Media Reputation Management 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, Social Media Reputation Management (SORM) has become a critical pillar for brand survival, growth, and trust-building. Every tweet, review, comment, and viral post can significantly influence brand perception, online credibility, and customer loyalty. Organizations that fail to actively monitor and manage their digital presence risk losing market share, customer trust, and long-term authority in their industry. Social Media Reputation Management Training Course is designed to equip learners with advanced skills in online reputation monitoring, crisis management, sentiment analysis, and digital brand positioning using cutting-edge tools and strategies.

With the rise of AI-driven analytics, influencer ecosystems, review platforms, and real-time social listening tools, businesses must adopt proactive strategies to safeguard their online identity. This course empowers participants to master reputation repair, brand sentiment optimization, viral content response strategies, and digital PR tactics. Learners will gain practical knowledge on managing both organic and paid reputation signals across platforms like Facebook, Instagram, X (Twitter), TikTok, LinkedIn, and Google Reviews, ensuring sustainable digital authority in competitive markets.

Programme Curriculum

Social Media Reputation Management Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Master Online Reputation Management (ORM) strategies
2. Understand Social Media Crisis Communication
3. Apply Sentiment Analysis using AI tools
4. Develop Brand Monitoring dashboards
5. Execute Digital PR and brand storytelling
6. Manage negative reviews and online backlash
7. Build positive brand authority and trust signals
8. Implement Influencer reputation collaboration strategies
9. Optimize search engine reputation (SERM)
10. Use social listening tools for real-time insights
11. Design viral response strategies for brand protection
12. Strengthen customer engagement and community trust
13. Build long-term digital brand equity and credibility

Target Audience

1. Digital Marketing Professionals
2. Social Media Managers
3. Brand Managers & PR Executives
4. Business Owners & Entrepreneurs
5. Corporate Communication Teams
6. Content Creators & Influencers
7. Marketing Students & Graduates
8. Customer Experience (CX) Managers

Course Modules

Module 1: Foundations of Social Media Reputation Management

- Understanding ORM vs SORM
- Digital identity and brand perception
- Reputation lifecycle management
- Importance of first impressions online
- Case Study: Viral brand recovery after negative tweet storm

Module 2: Social Listening & Monitoring Tools

- Introduction to social listening platforms
- Tracking brand mentions in real time
- Hashtag and keyword monitoring
- Competitor reputation benchmarking
- Case Study: Brand insights from social listening dashboards

Module 3: Crisis Management & Damage Control

- Identifying early crisis signals
- Building crisis response frameworks
- Communication tone and messaging control
- Rapid response protocols
- Case Study: Airline crisis reputation recovery strategy

Module 4: Sentiment Analysis & AI Reputation Tracking

- AI tools for sentiment classification
- Positive, neutral, and negative sentiment mapping
- Predictive reputation analytics
- Data-driven decision making
- Case Study: E-commerce sentiment turnaround using AI

Module 5: Content Strategy for Reputation Building

- Reputation-focused content creation
- Storytelling for brand trust
- UGC (User Generated Content) amplification
- SEO + SERM integration
- Case Study: Startup brand trust growth via storytelling

Module 6: Influencer & Community Reputation Management

- Influencer alignment strategies
- Community engagement frameworks
- Managing brand advocates
- Handling influencer controversies
- Case Study: Influencer crisis mitigation campaign

Module 7: Review Management & Online Ratings Optimization

- Google Reviews & platform reputation
- Responding to negative reviews professionally
- Encouraging positive customer feedback
- Review suppression ethics and compliance
- Case Study: Restaurant chain rating recovery strategy

Module 8: Advanced Digital PR & Reputation Scaling

- Online PR distribution strategies
- Media relations for brand authority
- Reputation scaling with backlinks
- Long-term trust-building systems

- Case Study: Global brand reputation expansion 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

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