MERCURY

Social Media Crisis Management

12 – 16 April 2027
Munich (Germany)



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Social Media Crisis Management

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Introduction

The Social Media Crisis Management course equips professionals with the strategic knowledge and practical frameworks required to manage digital reputation risks in today's fast-moving online environment. Organizations increasingly face challenges such as viral backlash, damage to brand reputation, misinformation, and customer complaints that spread rapidly across social platforms. It provides an understanding of crisis identification, prevention, response planning, and recovery strategies within social media ecosystems. Participants will explore how online reputation management, crisis communication planning, and digital brand protection influence organizational stability. The program examines how businesses can monitor social sentiment, respond effectively to negative publicity, and rebuild trust after crises. Learners will create robust social media crisis response systems aligned with modern digital communication demands.

Targeted Groups

This Social Media Crisis Management training targets professionals seeking knowledge and skills:

- Social media managers handling brand communication.
- Public relations officers manage public perception.
- Corporate communication specialists.
- Marketing managers oversee digital campaigns.
- Customer service leaders managing online complaints.
- Crisis communication teams in the public and private sectors.
- Brand reputation managers are protecting the digital image.
- Risk management professionals are monitoring digital threats.
- Business owners managing online brand presence.
- Content creators are responsible for audience engagement.

Course Objectives

Participants will achieve the following objectives by completing the Social Media Crisis Management course:

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- Understand the foundations of digital crisis management.
- Identify common types of social media crises.
- Analyze online reputation risks and vulnerabilities.
- Develop proactive crisis prevention frameworks.
- Design effective social media crisis communication plans.
- Monitor social listening signals and audience sentiment.
- Evaluate the impact of viral content on brand trust.
- Apply response strategies for customer complaints.
- Manage misinformation and negative public narratives.
- Develop escalation procedures for crisis-handling teams.
- Improve stakeholder communication during emergencies.
- Protect brand reputation across digital platforms.
- Measure crisis response effectiveness using analytics.
- Create recovery plans for restoring public confidence.
- Strengthen long-term brand resilience in digital environments.

Targeted Competencies

Participants will gain the following competencies during the Social Media Crisis Management program:

- Crisis detection and risk analysis.
- Social media monitoring techniques.
- Online reputation management skills.
- Crisis communication planning.
- Rapid response strategy development.
- Stakeholder engagement management.
- Negative publicity containment methods.
- Brand recovery planning.
- Social listening and sentiment analysis.
- Digital escalation planning.
- Media response coordination.
- Reputation rebuilding strategies.

Studying Scenarios

In this Social Media Crisis Management training, participants develop skills through the following scenarios:

- Managing a viral customer complaint on social media.
- Responding to a public relations crisis caused by misinformation.
- Handling negative brand reviews spreading online.
- Addressing employee misconduct has become a public issue.
- Managing hashtag campaigns turning into negative trends.
- Recovering from a cyber incident affecting brand trust.
- Controlling crisis escalation during product recall announcements.

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Course Content

Unit 1: Foundations of Social Media Crisis Management

- Introduction to social media crisis management principles.
- Understanding digital reputation and brand perception.
- Defining crisis communication in digital environments.
- Types of social media crises and their impact.
- The lifecycle of online crises.
- Key stakeholders in crisis response.
- The psychology of audience reactions online.
- The role of speed in crisis response.

Unit 2: Crisis Identification and Prevention Strategies

- Early warning signs of social media crises.
- Social listening tools for monitoring brand mentions.
- Identifying reputation risks before escalation.
- Building preventive content governance policies.
- Assessing vulnerabilities in social media channels.
- Managing employee digital conduct risks.
- Developing risk matrices for digital threats.
- Establishing proactive online reputation management plans.

Unit 3: Crisis Communication Planning and Response

- Designing a crisis communication framework.
- Writing effective crisis response statements.
- Structuring approval workflows for urgent communication.
- Selecting the right communication channels.
- Responding to negative comments professionally.
- Managing customer complaints publicly and privately.
- Handling media inquiries during digital crises.
- Coordinating leadership communication in emergencies.

Unit 4: Managing Viral Backlash and Reputation Recovery

- Understanding how viral backlash spreads.
- Managing cancel culture and online public criticism.
- Handling false information and digital rumors.
- Strategies for de-escalating audience anger.
- Protecting brand reputation during controversies.
- Rebuilding customer trust after negative publicity.
- Creating transparent public apology strategies.
- Measuring reputation recovery performance.

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Unit 5: Analytics, Recovery, and Future Preparedness

- Measuring crisis response effectiveness using analytics.
- Tracking sentiment changes after crisis response.
- Evaluating engagement and reputation indicators.
- Developing post-crisis review frameworks.
- Learning from crisis case studies.
- Updating policies for future crisis prevention.
- Strengthening organizational digital resilience.
- Building long-term social media crisis management strategies.

Final Insights & Key Takeaways

Social media crises can escalate within minutes, making preparation, speed, and strategic communication critical for organizational survival. Effective crisis management protects brand reputation, strengthens public trust, and creates long-term resilience in highly connected digital environments.