



Digital Reputation Management and Crisis Communication

31 May – 4 June 2027
Lisbon (Portugal)



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Introduction

The Digital Reputation Management and Crisis Communication course equips participants to understand how organizations build, protect, and restore reputation across digital channels. It examines reputation as a strategic organizational asset shaped by stakeholder perceptions, online conversations, media coverage, and customer experiences. Participants explore reputation monitoring, social listening, digital public relations, and methods for identifying emerging risks before they become disruptive crises. The program develops theoretical approaches for designing crisis communication strategies, coordinating stakeholder messages, and responding consistently across websites, social media, and other communication channels. It addresses negative reviews, misinformation, reputational threats, escalation patterns, and post-crisis recovery. By connecting reputation management with crisis preparedness and strategic communication, the course supports informed decisions that strengthen trust, credibility, resilience, and long-term organizational reputation.

Targeted Groups

This Digital Reputation Management and Crisis Communication training targets professionals seeking knowledge and skills:

- Public relations professionals managing organizational reputation.
- Communications managers coordinating stakeholder messaging.
- Marketing professionals protecting brand credibility online.
- Social media managers monitoring digital conversations.
- Corporate affairs specialists handling reputational risks.
- Customer experience professionals addressing negative feedback.
- Executives overseeing crisis preparedness and response.
- Risk professionals evaluating communication threats.
- Brand managers strengthening online brand reputation.

Course Objectives

Participants will achieve the following objectives by completing the Digital Reputation Management and Crisis Communication course:

- Explain the foundations of digital reputation management.
- Identify factors shaping online brand reputation.
- Analyze stakeholder perceptions across digital channels.
- Examine reputation monitoring and social listening practices.
- Assess early indicators of reputational risk.
- Distinguish routine issues from emerging crises.
- Develop principles for a practical crisis communication strategy.
- Structure a clear crisis communication plan.
- Select appropriate messages for different stakeholder groups.
- Evaluate communication channels during fast-moving incidents.
- Analyze negative reviews and misinformation risks.
- Apply principles for transparent, consistent crisis messaging.
- Assess media and social media response patterns.
- Examine escalation, coordination, and approval processes.
- Evaluate post-crisis communication and reputation recovery.
- Recommend approaches for rebuilding stakeholder trust.
- Interpret reputation metrics and communication outcomes.
- Support long-term corporate reputation management decisions.

Targeted Competencies

Participants will gain the following competencies during the Digital Reputation Management and Crisis Communication program:

- Reputation risk identification.
- Digital reputation assessment.
- Online sentiment interpretation.
- Social listening analysis.
- Stakeholder mapping.
- Message prioritization.
- Crisis classification.
- Crisis communication planning.
- Media response coordination.
- Social media crisis management.
- Misinformation assessment.
- Negative feedback evaluation.
- Reputation recovery planning.
- Trust restoration.
- Communication performance evaluation.
- Strategic reputation decision-making.

Studying Scenarios

In this Digital Reputation Management and Crisis Communication training, participants develop skills through the following scenarios:

- Negative reviews threaten customer trust.
- A misleading post spreads across social media.
- A service failure attracts media attention.
- An executive statement creates stakeholder concern.
- A product issue triggers reputational criticism.
- A crisis requires coordinated internal and external communication.
- Post-crisis analysis identifies reputation recovery gaps.

Course Content

Unit 1: Foundations of Digital Reputation Management

- Define digital reputation and distinguish it from brand identity and image.
- Examine stakeholder expectations across digital channels.
- Analyze online reputation as a strategic business asset.
- Explore reputation strategy through values and customer experience.
- Identify risks from complaints, failures, and misinformation.
- Examine corporate reputation and communication alignment.
- Assess digital visibility, trust, and reputational resilience.

Unit 2: Reputation Monitoring and Digital Intelligence

- Explain methods for monitoring online reputation.
- Explore social listening and sentiment identification.
- Analyze digital conversations and reputational patterns.
- Examine effective online review management.
- Assess misinformation and reputation risks.
- Explore digital sentiment analysis for decision-making.
- Interpret monitoring signals and escalation needs.

Unit 3: Crisis Communication Strategy and Preparedness

- Define crisis communication and common crisis types.
- Identify stakeholders, impacts, and communication priorities.
- Examine crisis communication strategy and response timing.
- Structure crisis communication plans and responsibilities.
- Analyze transparent, accurate, and empathetic messaging.
- Explore spokesperson and media communication roles.
- Evaluate preparedness through crisis scenarios.

Unit 4: Social Media Crisis Management and Response

- Examine crisis management across social media platforms.
- Analyze response speed and message consistency.
- Explore effective responses to negative reviews.
- Assess misinformation correction and stakeholder engagement.
- Examine digital PR and media coordination.
- Evaluate crisis escalation triggers.
- Develop structured digital crisis response sequences.

Unit 5: Reputation Recovery, Measurement, and Long-Term Resilience

- Examine post-crisis communication and trust restoration.
- Analyze reputation recovery through corrective actions.
- Explore key reputation and communication metrics.
- Assess stakeholder reactions and communication outcomes.
- Examine long-term online reputation management.
- Evaluate lessons learned from crisis responses.
- Develop strategies for long-term reputation resilience.

Final Insights & Key Takeaways

The course provides a foundation for managing online reputation, anticipating reputational threats, and coordinating credible communication during crises. Participants gain an integrated perspective on reputation monitoring, crisis response, stakeholder trust, digital communication, and long-term reputation resilience.