



CONTINUITY & RESILIENCE

1 Day Certified Social Media Crisis Management Professional Workshop

Course description:

During a social media crisis, you can expect all social eyes to be on you, watching your every move. How you publicly react and respond to the crisis will be the single determining factor in how quickly and efficiently your brand recovers from the stressful situation. Will you suffer long-term repercussions? Will your brand's reputation suffer severe damage and discredit? Or will you come out of the situation with more loyal customers and advocates than you had before the crisis even hit?

This workshop aims to teach individuals how to handle a social media crisis, how to survive it by using the right strategy and how to adopt/deploy plans which can do wonders for your brand or organization. Using a combination of presentations, case studies and discussions, individuals will develop a practical understanding of concepts & terminology pertaining to social media crisis management.

This workshop entitles you to 8 CPE credits.

The workshop culminates in an examination leading to certification called '**Certified Social Media Crisis Management Professional**'.

Learning Objectives:

- Understand what a social media crisis is and means to your company or organization
- Understand the social media and crisis mindset it takes to overcome a social media crisis in record time
- Know what mistakes to avoid at all costs
- Be able to detect the red flags that indicate a social media crisis on the rise
- Be able to assemble the right social media crisis team for your brand
- Be prepared with the initial three steps to responding to a social media crisis
- Know how to optimize your response to the crisis for maximum reach and findability
- Provide an appreciation of the significance of Social Media
- Establish the prominent role of Social Media in today's 24x7 crisis
- Provide insight into the various aspects of Social Media Crisis Management
- Understand business imperatives of Social Media and managing the crisis arising
- Appreciate different approach to handing of social media crisis management vs. regular crisis management
- Understand how to build a social media crisis management plan
- Assess the current preparedness for handling social media crisis

Who should attend:

- Management Representatives vested with Crisis Management Responsibility
- Full-time or part-time corporate communications teams

For further information please email us at info@continuityandresilience.com

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Creating Corporate Sustainability

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