



PUBLIC RELATIONS | PR-018

Social Media Crisis Management

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Course content

Why Attend

On social media, a complaint, video or rumour can escalate into a full crisis within hours. Organisations need monitoring, protocols and skilled responses to protect reputation.

This Aractech course covers social media crisis types, monitoring and early detection, escalation protocols, response strategies and tone, coordination with legal and leadership, handling misinformation, recovery and learning. Participants respond to a live-style social media crisis simulation.

Course Methodology

- Crisis simulation
- Case studies
- Protocol workshops
- Response drafting
- Debriefs

Course Objectives

- Recognise social media crisis types
- Monitor and detect issues early
- Apply escalation and approval protocols
- Respond with appropriate tone and speed
- Handle misinformation and trolls
- Recover and learn after crises

Target Audience

- Social media managers
- PR and communication professionals

Course content

- Crisis communication teams
- Customer service leaders

Course outline

Detailed course outline

Day-by-day outline for Social Media Crisis Management.

Day 1 - Social Media Crises

- 09:00-09:39 | Crisis types
- 09:39-10:18 | Speed of escalation
- 10:18-11:00 | Case studies
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Case studies (continued)
- 12:05-12:43 | Impacts
- 12:43-14:00 | Exercise: Risk review

Day 2 - Monitoring and Escalation

- 09:00-09:45 | Listening tools
- 09:45-10:30 | Early warning
- 10:30-11:00 | Escalation protocols
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Escalation protocols (continued)
- 11:45-12:30 | Approval workflows
- 12:30-14:00 | Workshop: Escalation protocol

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Day 3 - Responding

- 09:00-09:45 | Response strategies
- 09:45-10:30 | Tone
- 10:30-11:00 | Apologies
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Apologies (continued)
- 11:45-12:30 | Platform differences
- 12:30-14:00 | Exercise: Response drafting

Day 4 - Misinformation and Coordination

- 09:00-09:45 | Misinformation
- 09:45-10:30 | Trolls
- 10:30-11:00 | Legal coordination
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Legal coordination (continued)
- 11:45-12:30 | Leadership
- 12:30-14:00 | Simulation: Social media crisis

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Day 5 - Recovery

- 09:00-09:54 | Recovery
- 09:54-10:48 | Reputation repair
- 10:48-11:00 | Lessons learned
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Lessons learned (continued)
- 12:12-13:06 | Preparedness
- 13:06-14:00 | Capstone: Social media crisis plan

Seminar dates

Available seminar dates

Live dates and pricing for Social Media Crisis Management generated from the course details page.

Date	Location	Format	Fee
9 - 13 November 2026	Barcelona	Classroom	€2,815
9 - 13 November 2026	Istanbul	Classroom	€1,978
14 - 18 December 2026	Frankfurt	Classroom	€1,875
14 - 18 December 2026	Vienna	Classroom	€3,225
18 - 22 January 2027	London	Classroom	€2,315
15 - 19 February 2027	Munich	Classroom	€3,225
15 - 19 March 2027	Madrid	Classroom	€3,400
19 - 23 April 2027	Istanbul	Classroom	€1,978
17 - 21 May 2027	Rome	Classroom	€3,460
21 - 25 June 2027	Istanbul	Classroom	€1,978

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19 - 23 July 2027	Vienna	Classroom	€3,225
16 - 20 August 2027	Istanbul	Classroom	€1,978
20 - 24 September 2027	Vienna	Classroom	€3,225
18 - 22 October 2027	Barcelona	Classroom	€2,815
15 - 19 November 2027	Paris	Classroom	€3,825
20 - 24 December 2027	Frankfurt	Classroom	€1,875
9 - 13 November 2026	Online / Live	Online / Live	€1,815
9 - 13 November 2026	Online / Live	Online / Live	€1,815
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16 - 20 August 2027	Online / Live	Online / Live	€1,815
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