



CHARLES MANN
SOLUTIONS

Social Media Crisis Management

Managing Negative Publicity
in the Digital Domain

One Day Training Course



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Course Outline

Social media has changed the way we look at crisis management. There are many examples of large reputable brands going through challenging times and poorly dealing with crises, especially in the digital domain. A huge percentage of issues now start within social media platforms and spread through this space very quickly. Social media has become the preferred outlet where opinion is formed and also where a crisis is managed, in a very public manner. Therefore, if businesses and organisations have not made their crisis management plan social media compliant, it may now be ineffective and out of date.

This one day training course and workshop will teach what to do in order to create a crisis management plan that is social media compliant and effective when so exposed via online platforms and channels. It will also provide an understanding of how customers and citizens use social media to vent opinions and give feedback, as well as how organisations can respond in crisis situations, including areas such as correcting negative brand perceptions as well as removing abuse and spam content on social media platforms.

The training course lasts one full day starting at 9.30am until 5.00pm, and is inclusive of course materials, certificate, lunch, refreshments and snacks, along with complimentary four week post course support and assistance. A wi-fi enabled laptop (not iPad or tablet) is required for this course along with a basic understanding of ICT and the internet.

Course Benefits

Following this course, you will have a deeper understanding of:

- How social media has changed the way in which crises now play-out within the public domain
- What you need to do to make your crisis and issues management social media compliant
- The emerging field of digital activism and how this can impact on the way organisations manage their relationships with the customers, consumers or stakeholders
- How to create a real-time monitoring dashboard
- What tools and platforms you will need to deploy
- How a crisis plan can become a bridge into developing an effective social media strategy for the organisation as a whole
- How to correct bad PR and negative perceptions



Who Should Attend

- Senior Executives
- Management Staff
- Web Designers and Developers
- Sales and Marketing Staff
- Marketing Executives
- Junior Digital Marketers
- Marketing Graduates
- Business Development Managers
- PR Professionals
- Advertisers
- Event Organisers and Managers
- Promotions and Customer Service Managers
- Online Marketers
- Digital Strategists
- Business Owners

Course Programme

- Understanding types of crises
- Conventional crises which now play-out differently
- Crises created by use of social media by customers, citizens or employees
- 'Own goals' triggered by organisations misuse of social media
- The importance of speed of response
- Creating socially acceptable behaviour
- Managing accessibility
- Creating a plan
- Managing a 24/7 information stream
- Creating the right tone of communication
- How to appear transparent, visible and accessible
- Avoiding appearing as a remote and inflexible organisation
- What is digital activism and who are digital activists?
- How to respond to 'radicalised' customers or stakeholders
- The importance of monitoring
- A look at available monitoring tools
- A lesson in establishing a real-time monitoring dashboard
- A practical session to establish a basic dashboard for each participant
- Managing real-time publication
- A look at the tools required to manage real-time information publication
- The role of platforms such as Twitter, Facebook and Youtube
- A look at the processes required to use these tools effectively
- A practical session to design a system of tools specific to each participant's institution

Course Trainer

Abdul Awwal Mahmood



Abdul Awwal, born and raised in the city of Birmingham, United Kingdom, graduated from the initial batch of seven students who formed part of the innovative Multimedia degree program in the first ever such course offered by any educational establishment in the UK. Teesside University, based in the north of England in the city of Middlesbrough, was known as an innovative and genre-creating institute, producing experts in the fields of computing and technology.

Working closely with a variety of companies and organisations, covering such diverse areas as travel, retail, telecommunications, charities and media, Abdul Awwal has built up an impressive knowledge base, placing him in a position where he can effectively expound the benefits and usage of the vast tools available to small and medium businesses, when it comes to utilising online and digital solutions.

Related Courses

Beneficial courses similar to the above include:

- Social Media for Business
- Advanced Social Media Techniques
- Mobile App Development for Business
- Persuasive Website Design
- Advanced Facebook Techniques
- Running Google Adwords Campaigns

Registration Form



SOCIAL MEDIA CRISIS MANAGEMENT Managing Negative Publicity in the Digital Domain

COURSE FEES: RM1,250 per delegate



Charles Mann is an approved training provider and registered with Pembangunan Sumber Manusia Berhad (PSMB). All our courses are claimable through the HRDF scheme. Please contact us for details.

DATE:	
COMPANY / ORGANISATION:	
FULL ADDRESS:	
AUTHORISED BY / JOB TITLE:	
CONTACT NUMBER:	
EMAIL ADDRESS:	
WEBSITE:	

SELECT DATE:

<input type="checkbox"/> Monday 10th Jan 2022	<input type="checkbox"/> Monday 23rd May 2022	<input type="checkbox"/> Monday 12th Sep 2022
<input type="checkbox"/> Monday 14th Feb 2022	<input type="checkbox"/> Monday 13th Jun 2022	<input type="checkbox"/> Monday 17th Oct 2022
<input type="checkbox"/> Monday 14th Mar 2022	<input type="checkbox"/> Monday 18th Jul 2022	<input type="checkbox"/> Monday 14th Nov 2022
<input type="checkbox"/> Monday 11th Apr 2022	<input type="checkbox"/> Monday 8th Aug 2022	<input type="checkbox"/> Monday 19th Dec 2022

	FULL NAME	JOB TITLE	EMAIL
ATTENDEE 1:			
ATTENDEE 2:			
ATTENDEE 3:			

If registering 3 or more attendees, please contact us for bulk discounts or to arrange in-house training. Course dates can be found on our website along with venues. Dates and/or venues can change due to unforeseen circumstances. For Early Bird rates, full payment must be made one week prior to course date.

Please print and email this form to: info@charlesmann.com.my or call us on **010 425 0886**
Alternatively, please post to: 10 Jalan USJ 3/1e, UEP Subang Jaya, Selangor 47600

Payment can be made direct into our CIMB account:
CIMB Bank, Account No. 8002037568
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Course Details Page



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