



COURSE

SOCIAL MEDIA MONITORING AND CRISIS MANAGEMENT

Course overview

World of mouth is very important for every business specially in social media, In This Course you will learn more about how to monitor your channels and Learn tactics to mange bad mentions to your brand, How to control social media crisis before rapidly spread.

What will you learn?

By the end of this course you will be able to do the following:

- How can you deal with bad mentions for your business?
- How can you control bad WOM before rapidly spread on Social Media?
- How can you take the right steps to stop the crisis and back customers' satisfaction?
- How can you use Chat Pots as an important tool in Crisis Management?

12 Total Course
HOURS
3 DAYS (4 hrs each)



Course Outlines:

Moderation:

- How to Moderate
- Tools to Help in Moderation
- Service Level & KPIs
- How to Build Database by FAQs
- Best Practices in Moderation
- Do's and Don'ts in Moderation
- Different Structures of Team involved in Social Media and Moderation:
 - By Platform
 - By Topic
 - Other Structures

Crisis Management:

- How to Identify a Crisis.
- Monitoring Tools & their classification (by strength, language, & sentiment analysis) & how to handle Franco-Arab
- Brand Reputation & Brand Protection
- **Patterns of Social Media Crisis Management and When to Use Each:**
 - Silence
 - Statement
 - Positive Actions (by Fans or the Entity)
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