



Social Media + Crisis Communications

A full day course, split into two parts:

Social Media ½ Day

Crisis Communications ½ Day

Crisis Communications

The morning will be an as-live media management exercise. As the participants arrive they will be split into groups of 3 or 4 and given a detailed and realistic scenario. They will be given specific tasks to complete to tight deadlines, including for example agreeing a line to take, briefing journalists off the record, answering questions, dealing with door-stepping, deciding whether or not to do interviews and if so, who, how and where. They will need to agree strategy, review and adjust and retain the confidence of their peers, seniors and the media. All of this will be to extremely tight deadlines.

The scenario will change and develop every hour, providing a greater degree of challenge to the team.

The culmination of the exercise will be a challenging interview to one member of each team.

Social Media

How do you use social media to promote your organisation, manage your stakeholders and respond to developing agendas? And how do you make sure you control it and not the other way round?

This half day course will look at the main social media channels (twitter, Facebook) and show how you can find a balance between communicating and engaging through them and not being overwhelmed or over committing resources to deal with it.

The role of social media in crisis comms is also addressed.

The outcome of the course will be that participants feel equipped to develop a strategy for social media to benefit their organisation.