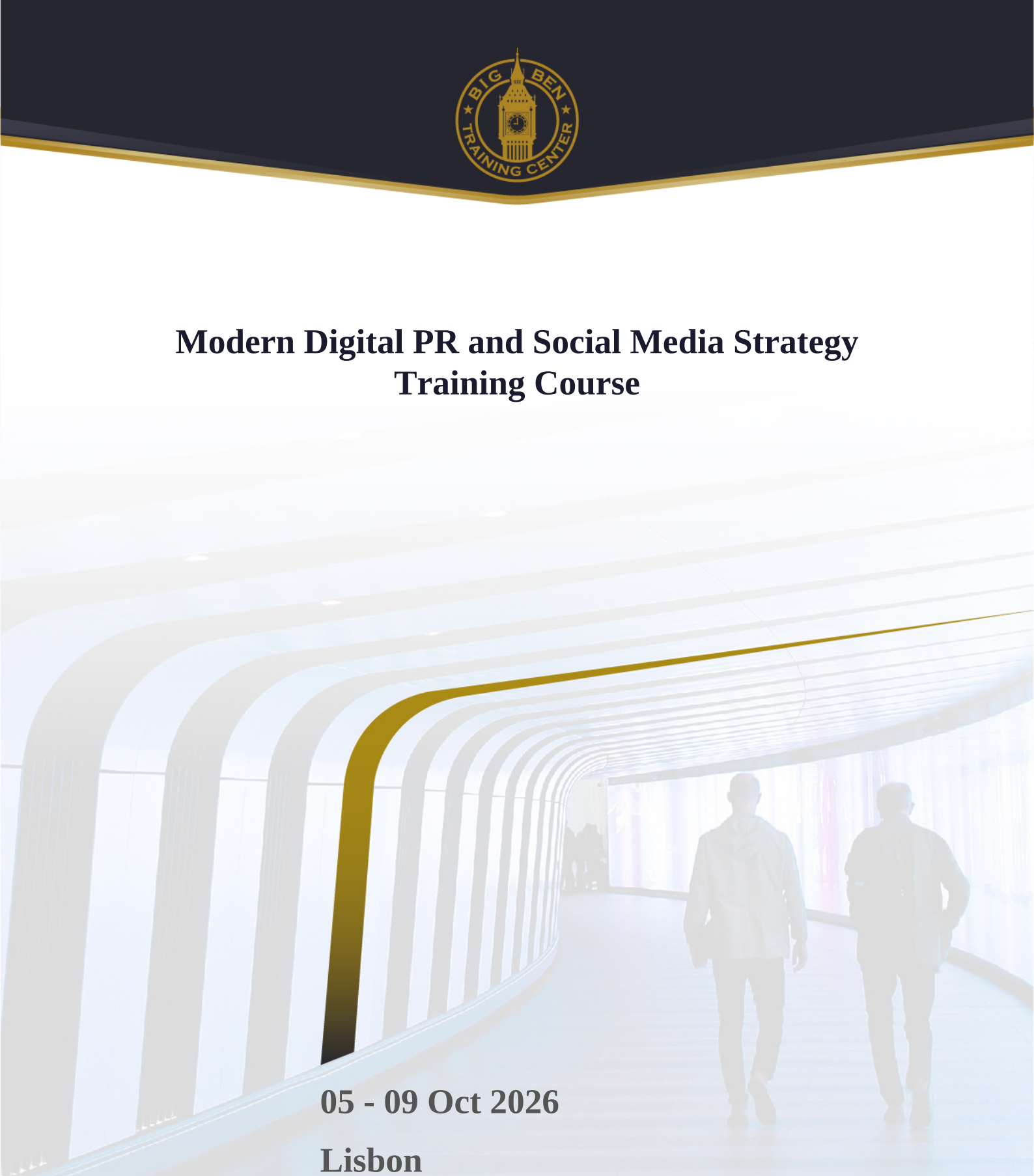
Modern Digital PR and Social Media Strategy Training Course



05 - 09 Oct 2026

Lisbon

4400 € (Per Person)

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Course Introduction / Overview:

In the modern world, a successful public relations strategy is inseparable from a strong digital and social media presence. This course, offered by BIG BEN Training Center, is designed to give you the skills to create a powerful digital footprint for your brand. We will explore key concepts from thought leaders like Brian Solis, author of "Engage!", who is a leading voice on how brands can use digital channels to connect with their audience. The program covers everything you need to know about integrating traditional public relations with modern digital tactics, from building a strong social media content plan to managing online communities and handling a crisis on social media. We will focus on how to use storytelling to get your message heard across different platforms, engaging with your audience in a way that feels authentic and builds trust. By the end of this course, you'll be able to create a digital strategy that not only reaches your audience but also inspires them to become advocates for your brand.

Target Audience / This training course is suitable for:

- Public relations and communications professionals.
- Social media managers and digital marketers.
- Brand managers and specialists.
- Content creators and community managers.
- Entrepreneurs and small business owners.
- Anyone responsible for a brand's online reputation.

Target Sectors and Industries:

- Public relations and marketing agencies.
- Technology and digital services.
- Retail and e-commerce.
- Media and entertainment.
- Non-profit organizations.
- Government agencies and public sector equivalents.
- Any industry with an online presence.

Target Organizations Departments:

- Public Relations and Corporate Communications.
- Digital Marketing and Social Media.
- Brand Management.
- Community Management.
- Customer Service.
- Executive Office.
- Public Affairs.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive digital PR and social media strategy.
- Create a content plan that is optimized for different digital channels.
- Build and manage online communities around a brand.
- Understand and use data to measure the effectiveness of a digital strategy.
- Handle a crisis on social media with speed and transparency.
- Find and collaborate with digital influencers.
- Use storytelling to create a more authentic brand voice.
- Turning online engagement into a way to build a brand's reputation and trust.

Course Methodology:

Our training uses a practical and hands-on approach that gets you ready for the fast-paced world of digital PR. We go beyond theoretical concepts, using a mix of real-world case studies and exercises. You will work on group projects where you will develop a complete digital PR and social media strategy for a brand of your choice. This hands-on experience helps you apply what you've learned in a safe and supportive environment. BIG BEN Training Center's instructors, who are seasoned experts in digital communications, will provide personalized feedback and guidance. We will also use workshops on how to use digital tools for social listening, content creation, and analytics. Our goal is to make sure you have the skills and confidence to succeed, whether you are managing a brand's reputation on social media or launching a new campaign.

Course Agenda (Course Units):

Unit One: Foundations of Digital PR and Social Media

- The shift from traditional to digital public relations.
- The link between PR, content, and social media.
- Understanding different social media platforms and their audiences.
- The importance of a consistent brand voice online.
- The role of storytelling in a digital world.
- Building a strategic digital roadmap.
- The importance of a strong online reputation.

Unit Two: Creating a Content and Community Strategy

- Developing a content plan for different platforms.
- The art of creating shareable and engaging content.
- How to use visuals, video, and multimedia to tell your story.
- The importance of a content calendar.
- Building and nurturing an online community.
- Best practices for engaging with followers.
- How to turn followers into brand advocates.

Unit Three: Social Listening and Online Reputation Management

- The importance of social listening and monitoring.
- Using digital tools to track brand mentions and sentiment.
- How to find and respond to online conversations.
- The art of managing online reviews and feedback.
- The role of digital PR in managing your online reputation.
- What to do when a social media post goes viral for the wrong reasons?
- The importance of a proactive approach.

Unit Four: Crisis Communication in the Digital Age

- The speed of a social media crisis.
- Developing a crisis communication plan for digital platforms.
- How to respond to a crisis with speed and empathy.
- The importance of transparency and honesty.
- Handling negative comments and online trolls.
- The role of a central communication team.
- The long-term impact of a social media crisis.

Unit Five: Advanced Digital PR and Future Trends

- The link between social media and traditional media.
- The importance of data and analytics in a digital strategy.
- The role of influencer relations and collaborations.
- The future of digital PR, including AI and metaverse.
- How to stay on top of new platforms and trends.
- The importance of a continuous learning mindset.
- The ethical implications of digital communication.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an environment where a brand’s reputation can be built or destroyed in a matter of moments on social media, what role does a proactive, strategic digital public relations plan play in protecting and enhancing a company’s image?

What unique qualities does this course offer compared to other courses?

This training course is different because it is designed specifically for the digital world. While many PR courses talk about traditional media, this program gives you a deep understanding of how to use digital and social media to get your message heard. We don't just talk about creating content, we show you how to use it to build a loyal community and manage your brand's online reputation. The program is highly practical, with case studies and hands-on exercises that mirror the real-world situations you will face. Our instructors are seasoned professionals with a deep understanding of digital communications. This course is for anyone who wants to turn a simple social media post into a powerful tool for brand building and business growth, proving that you can succeed by being smart, creative, and strategic online.