Strategic Digital Reputation Management in Media Crises Training Course



09 - 13 Nov 2026

Lisbon

4500 € (Per Person)

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Course Introduction / Overview:

In today's fast-paced digital world, a media crisis can happen in an instant, and how an organization responds can make or break its reputation. This comprehensive training program, provided by BIG BEN Training Center, is designed to give you the skills needed to manage and protect your digital reputation during times of crisis. We will cover everything from developing a proactive crisis communication plan and monitoring digital channels to using social media for crisis response and rebuilding trust with the public. The course focuses on practical skills, including online reputation management, handling negative comments, and working with digital media. We will also look at the theoretical foundations of crisis communication, drawing on academic insights from figures like Timothy Coombs, a prominent expert in the field. His book, "Ongoing Crisis Communication," will help you understand how to manage a crisis over a long period. By the end of this course, you will not only be proficient in using digital tools, but you will also have a strategic understanding of how to protect and restore your reputation when it matters most. This training is essential for anyone who wants to be prepared for the digital challenges of modern media.

Target Audience / This training course is suitable for:

- Public relations specialists.
- Communications managers.
- Corporate spokespersons.
- Social media managers.
- C-suite executives and senior leaders.
- Brand managers.
- Government agencies and public affairs officers.

Target Sectors and Industries:

- Public relations and communications.
- Corporate business.
- Media and broadcasting.
- Non-profit organizations.
- Technology and software.
- Government agencies and public institutions.
- Financial services.

Target Organizations Departments:

- Public relations and communications.
- Corporate affairs.
- Brand management.
- Social media.
- Customer service.
- Legal and compliance.
- Risk management.

Course Offerings:

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

- Develop a comprehensive crisis communication plan for digital platforms.
- Master the art of online reputation management.
- Use social media for crisis response and communication.
- Monitor digital channels for early signs of a media crisis.
- Handle negative comments and online criticism with confidence.
- Rebuild trust with stakeholders after a crisis.
- Understand the legal and ethical issues in digital crisis management.

Course Methodology:

BIG BEN Training Center uses a highly interactive and project-based learning approach that gives participants hands-on experience in crisis management. The program is built around a series of simulated crisis scenarios and real-world case studies. We will analyze how different organizations have successfully handled a digital media crisis, and what lessons we can learn from their responses. Participants will work in small groups on a mock crisis, from the initial notification to the final recovery phase. This project-based learning is a key part of our approach, as it gives participants real-world experience in a controlled environment. The program also includes workshops on technical skills, such as using media monitoring tools and creating effective crisis messages. Our experienced instructors will provide personalized feedback on all projects. This blend of theory and practical exercises, combined with detailed feedback, ensures that participants are fully prepared to navigate the complexities of digital reputation management.

Course Agenda (Course Units):

Unit One: The Foundations of Digital Crisis Communication

- The principles of crisis communication.
- Understanding the lifecycle of a digital media crisis.
- The importance of a proactive crisis communication plan.
- Identifying and assessing digital risks.
- The role of a crisis team.
- Ethical considerations in crisis management.
- The basics of online reputation management.

Unit Two: Media Monitoring and Early Warning Systems

- The importance of media monitoring.
- Using a variety of tools to track online conversation.
- Setting up alerts for potential crises.
- The basics of sentiment analysis.
- Identifying key influencers and digital channels.
- The difference between a complaint and a crisis.
- Preparing for a crisis before it happens.

Unit Three: Social Media Crisis Response

- The principles of social media for crisis response.
- Crafting a clear and concise crisis message.
- Using different platforms to communicate with the public.
- The importance of speed and transparency.
- Handling negative comments and online attacks.
- The role of social media policy.
- The basics of a digital war room.

Unit Four: Recovery and Reputation Rebuilding

- The principles of reputation rebuilding.
- Communicating with stakeholders after a crisis.
- The role of a public apology.
- Using content marketing to restore trust.
- The importance of a long-term recovery plan.
- Analyzing the results of your crisis response.
- Learning from past mistakes.

Unit Five: The Crisis Simulation Project

- A comprehensive digital crisis simulation.
- A review of the entire crisis management process.
- A deep dive into case studies of successful crisis responses.
- Troubleshooting common challenges.
- The long-term plan for a career in digital reputation.
- A final Q&A with the instructors.
- A review of key concepts.

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:

How does the speed and virality of digital media challenge the traditional, more deliberate, and top-down approach to crisis communication?

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

This training program is different because of its strong focus on the digital side of crisis management. While many courses focus on just traditional media, this one, provided by BIG BEN Training Center, emphasizes how to use digital channels to prepare for and respond to a crisis. The hands-on, project-based structure is a major plus, as participants will take part in a simulated crisis that gives them real-world experience in a controlled environment. We also go into the nuances of online reputation management and the importance of data-driven decisions. We believe that this comprehensive approach, which combines strategic thinking with practical skills, gives participants a strong foundation for a successful career in crisis communication.