

Harnessing the Power of Social Media in Crisis Management

ICOR COURSES

Offered by ICOR as part of the
Crisis Management &
Communication Program



Get Certified in Crisis Management
& Communications!



THE ICOR
The International Consortium For Organizational Resilience

CS IL CMC 3030

Course Description:

Harnessing the Power of Social Media in Crisis Management is an introductory course designed to help professionals better understand and learn to use social media effectively. While the importance of traditional mass media in crisis management and crisis communication is gradually declining, the impact of social media is rapidly increasing.

No organization can therefore afford to ignore how social media influence public perception and stakeholder action in times of crisis. Integrating social media into crisis management and crisis communication is a must because it significantly improves an organization's crisis readiness and paves the way for a successful recovery.

Audience:

This course was developed for managers from all hierarchical levels and a variety of functional areas including business continuity planning, crisis management, emergency management, risk management, corporate communications, public affairs, public relations, and strategic planning.

Delivery Structure:

This interactive elearning course runs over a 2 week timeframe. Students access the course instructional material at times convenient to their schedules but are required to actively participate in an online discussion focused on the topics covered each week and to complete the following activities:

- Listen to a voice over PowerPoint presentation (1 per week approximately 1 hour in length)
- 60-100 pages of assigned reading
- Participate in the online discussion – 2 questions each week
- Complete an online essay exam

The instructor will provide each student a written critique of their discussion participation and essay.

For more information about ICOR's courses, go to www.t

Course Outline:

- Social Media Defined
- Social Media versus Traditional Mass Media
- Facts, Figures and Trends regarding the World of Social Media
- Employing Social Media during the Pre-Crisis Phase
- Common Social Media Tools, Technologies, and Applications
- Developing a Base for Social Media Followers
- Employing Social Media during the Crisis Response Phase
- Identifying and Engaging Stakeholders
- Tools for Social Media Monitoring, Analyzing and Disseminating Information
- Employing Social Media during the Post-Crisis Phase
- Keeping Stakeholders Informed and Seeking Their Feedback
- Managing Social Media Reputation on an Ongoing Basis

By attending this course you will gain:

- Insight into how social media influence stakeholder perception and action before, during and after a crisis
- Deeper knowledge of the similarities and differences between traditional mass media and social media
- Greater understanding of social media tools that can be used for crisis prevention, mitigation and recovery
- Increased confidence in your ability to develop and deliver stakeholder messages via social media
- Experience evaluating the potential risks and benefits of employing social media before, during and after a crisis
- Ability to design a social media plan concerning a specific crisis that may affect your organization

Certification & Accreditation:

Successful completion of the course *Harnessing the Power of Social Media in Crisis Management* earns attendees a Certificate in Social Media Communications and 1.4 CEUs/14 contact hours of credit.



Leaders in Strategic Communication and Crisis Management

Harnessing the Power of Social Media in Crisis Management was developed by C4CS, LLC.

C4CS® has been providing client partners in the Americas, Asia, and Europe with consulting, management training, and executive coaching services since 1998.

C4CS® specializes in Crisis Management, Crisis Communication, Risk Communication, Issues Management, and Reputation Management and frequently conducts On-Camera Media Skills Coaching, Scenario-Based Crisis Management Training, and customized Risk Communication, Issues Management and Social Media Training.

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For more information about ICOR's courses, go to www.theicor.org/courseware.html or call 866.SOLVE21 (765.8321)



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