

PUBLIC RELATIONS

Social Media PR & Digital Community Engagement

A two-day programme in social media pr & community engagement, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

This course provides actionable strategies for managing public relations across social platforms, digital communities, micro-networks, and interactive channels, ensuring active audience participation and positive engagement.

What participants will learn

- 01** Community Ownership: Transform passive social followers into active brand advocates and community defenders.
- 02** Real-Time PR Execution: Master fast-turnaround narrative creation suitable for fast-moving social channels.
- 03** Algorithmic Engagement: Understand platform mechanics to maximize organic reach and engagement.
- 04** Community Crisis Mitigation: Manage social media backlash, negative comments, and viral escalations gracefully.

Who should attend

PR professionals, corporate communication teams, corporate affairs managers, marketing leaders and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Lab session: Designing a comprehensive 6-month social PR and community

Detailed programme

Day 1: The Social PR Landscape & Platform Dynamics

01 Social Media as a Primary PR Engine

- The shift from broadcast social media to community-centric, conversational public relations.

02 Algorithmic Content & Narrative Virality

- Understanding platform algorithms, video-first engagement, and visual storytelling mechanics.

03 Building & Nurturing Brand Communities

- Strategies for creating exclusive digital spaces, Discord/Telegram hubs, and LinkedIn communities.

04 Real-Time Social Listening & Audience Insights

- Setting up social intelligence tools to capture public sentiment, trending conversations, and cultural shifts.

Detailed programme

Day 2: Tactical Engagement & Reputation Defense

05 Conversational PR & Direct Stakeholder Outreach

- Developing humanized brand voices and managing two-way public interactions at scale.

06 Managing Social Media Backlash & Trolling

- Protocols for responding to public complaints, de-escalating hostility, and moderating toxic interactions.

07 Social-First Newsrooms & Live Coverage

- Turning corporate events, launches, and announcements into interactive, live social experiences.

08 Social PR Strategy Blueprint

- Lab session: Designing a comprehensive 6-month social PR and community engagement plan.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Lab session: Designing a comprehensive 6-month social PR and community

TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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