



CMC 3030:  
**Harnessing the Power of  
Social Media in a Crisis**



eLearning self-study  
“Live” eLearning

**Crisis Management & Communication  
Professional Development Program**

Resilience.  
Education.  
Credentialing.



The International Consortium  
For Organizational Resilience

# Harnessing the Power of Social Media in a Crisis

**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.

**Description:** An introductory course designed to help professionals better understand and learn how to use social media effectively. 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.



No organization can afford to ignore how social media influence public perception and stakeholder action in times of crisis.

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: discussion participation and essay.

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

## 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
- 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

## Credentials

Successful completion of the course Harnessing the Power of Social Media in Crisis Management earns attendees a Certificate in Social Media Communications. If seeking ICOR certification, this course can be used to support certification as a Crisis Management & Communication Professional. 1.4 CEUs 14 Credit Hours

# Social Media Communications During a Crisis

## Crisis Management & Communication

Recognized globally for its vendor-neutral, standards-based education programs, ICOR's certification competency areas align to specific jobs or job areas in the business continuity and continuity of operations workplace.

**ICOR courses meet your learning style.** Take the full course or as individual competency areas. Learn from an instructor or on your own via elearning or self-study course books. Interactive activity-based curriculum.



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