

# Social Media Crisis Management



## Introduction:

The influence and presence of social media have become a company's integral part of marketing success. But it can also rapidly damage a company's reputation. Social media crisis can happen to anyone or any company, large or small, among recent examples are Yoshinoya and Pocari Sweat. As a person responsible for social media management, how well prepared are you for social media threats? This course can equip you with the techniques and practical skills to tackle and manage the social media crisis.

## Who should Attend:

Managers in PR, Communications, Marketing, Customer Service or anyone who is interested to learn how to tackle social media crisis

## Course Objective :

This course focuses on the practical aspects of utilizing digital and social media to prevent and well manage the crisis, as part of the overall PR strategy. In addition to introducing the practical techniques of managing social media crisis, it also helps delegates understand the crisis prevention tactics and best practices that they should be aware of.

## Language :

Cantonese with English Terminology

## Methodology :

Mini-lecture, interactive learning mode, discussion, experience sharing, case study, etc.

## Remark :

**Delegates are required to bring the internet device such as notebook / ipad or tablet to do exercise**

## Course Content :

1. Roles of digital and social media in PR / crisis management
2. The crisis management techniques in using social media to lead and control the outcome
3. How to stop a bad situation soaring into a full-blown digital disaster
4. Tactics on how to deal with the negative reviews and comments
5. Crisis prevention and social media monitoring
6. Best Practices sharing

|                          |  |
|--------------------------|--|
| <b>Date &amp; Time :</b> | 28 <sup>th</sup> February, 2020 (Friday) 9:30am – 5:30pm   |
| <b>Venue :</b>           | Room 2101, 21/F., Gala Place, 56 Dundas Street, Mong Kok, Kowloon (Yaumatei MTR exit A2)   |
| <b>Fee per Delegate:</b> | HKD2,400 / *HKD2,200<br>*Discount for payment settled on or before 7 <sup>th</sup> Feb., 2020, or 3 delegates apply together.  |
| <b>Enquiry :</b>         | Tel: 2153 9887 or Email: training@ced.edu.hk   |
| <b>Certificate :</b>     | Participants who successfully complete this course and have 80% attendance will be issued a Certificate of Attendance  |
| <b>Enrolment:</b>        | Please make cheque payable to “ <b>CED School of Business Limited</b> ” and send it together with this form to:<br><b>CED School of Business</b><br><b>Room 1314, 13/F., Gala Place, 56 Dundas Street, Mong Kok, Kowloon</b> |

## Trainer : Mr Adrian Lau

Mr. Lau is the founder of a communication company in Hong Kong. As a well-known figure in the HK social media & PR landscape, Adrian has more than 20 years of experience in the marketing and communications field. Having worked with many of the top brands in the world including McDonald's, Microsoft and Huawei ... etc. Adrian is also a famous KOL in his own rights, with close to 160,000 fans in Weibo and WeChat in China. Adrian's company won various awards and accolades, such as

Gold Winner – Best Travel E-Commerce Platform, ECOMMAS 2017

Silver Winner – Best E-Commerce Merchant Hospitality and Travel, ECOMMAS 2017

Gold Winner - Best Use of Multi-Channel, Marketing Events Awards 2017

Gold Winner - Best Sponsorship Activation, Marketing Events Awards 2017

Silver Winner - Best Use of Social Media, Marketing Events Awards 2017, etc.



## Enrolment Form

### Social Media Crisis Management (28 February 2020)

Applicants should fill in all details in block letters and fax to (852) 2770 3230 or e-mail to [training@ced.edu.hk](mailto:training@ced.edu.hk)

|                        |      |                        |      |
|------------------------|------|------------------------|------|
| Company Name:          |      | Contact Person Name:   |      |
| Address:               |      | Telephone:             |      |
|                        |      | Position:              |      |
|                        |      | Email:                 |      |
| Delegate Name (Mr/Ms): |      | Delegate Name (Mr/Ms): |      |
| Position:              |      | Position:              |      |
| Telephone:             | Fax: | Telephone:             | Fax: |
| Mobile:                |      | Mobile:                |      |
| Email:                 |      | Email:                 |      |

- ✓ Seats are limited and available on a first-come-first-served basis.
- ✓ Confirmation of class schedule will be sent one week before class starts. If you do not receive any confirmation three days prior to the course, please call **(852) 2153 9887**
- ✓ Payment should be made together with the enrolment form before the course commencement or before the early bird deadline.
- ✓ Applicants are expected to attend the training at the place and time specified in the leaflet. In case of cancellation, please notify us in writing 14 working days prior to the event. Substitutions can be made at any time without penalty.
- ✓ Should a delegate fail to attend or withdraw after cancellation deadline, the full course fee remains payable and no refund.
- ✓ All the course fee should be settled 3 working days before the class date. Late payment will be subject to HKD200 administrative charges.
- ✓ Official receipt will only be issued upon written request.
- ✓ Training Services Provider reserves the right to make alternations regarding arrangements.
- ✓ Which channel do you get the information of this training courses? 1.  Fax 2.  Email 3.  Website 4.  Seminar 5.  Facebook 6.  LinkedIn 7.  Advertisement 8.  Business Manager 9.  Others: (Please specify) \_\_\_\_\_

All the above information will be strictly used by CED School of Business for processing the application of the course only. For the details of the Personal Data (Privacy) Ordinance, please visit: <https://www.pcpd.org.hk/english/files/pdpo.pdf>

I agree and accept the above terms and conditions      Signature: \_\_\_\_\_      Date: \_\_\_\_\_