

PR in the Digital Age: Online Reputation Management

COURSE OVERVIEW

This course, designed for PR professionals, delves into the critical role of Public Relations (PR) in managing and enhancing online reputations in the digital era. With the growing influence of social media, online reviews, and real-time communication, organizations must proactively manage their reputations to build trust, address crises promptly, and maintain a positive public image. Participants will gain valuable strategies and tools to monitor, manage, and enhance their online presence, ensuring a strong and favorable digital reputation.

WHO SHOULD ATTEND?

This course is ideal for PR professionals, communication specialists, marketing teams, business leaders, and anyone seeking to enhance their organization's online reputation and public image.

COURSE OUTCOMES

Delegates will gain knowledge and skills to:

- Understanding the importance of online reputation and its impact on public perception.
- How to master techniques for monitoring online presence across social media, review sites, and other platforms.
- Developing effective strategies to handle negative feedback and manage reputation crises.
- Learning to create compelling content that improves and reinforces your online image.
- Establishing and utilizing key performance indicators (KPIs) to measure the success of reputation management efforts.
- Practical insights from real-world case studies on successful online reputation management.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand:

- The latest tools and platforms used by top brands for real-time reputation tracking
- How global brands successfully manage viral PR crises — with breakdowns of what worked and what didn't
- The psychology behind public trust and how digital content shapes perception
- How to develop a proactive reputation playbook — not just damage control
- Best-in-class content frameworks for building a resilient brand narrative
- Practical reputation dashboards and templates for daily, weekly, and crisis use
- Tactics for aligning PR and customer service to strengthen public sentiment

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded