Social Listening and Sentiment Analysis for Public Policy

COURSE OVERVIEW
This course explores how governments and public institutions can leverage digital data to understand public opinion, track emerging issues, and design more responsive policies. Social listening captures real-time conversations across digital platforms, while sentiment analysis applies AI and analytics to interpret attitudes, concerns, and citizen expectations. This course equips participants with frameworks, tools, and case studies to apply social data insights in policymaking, improve communication strategies, and strengthen trust between institutions and the public.

WHO SHOULD ATTEND?
This course is designed for policymakers, government communication officers, policy analysts, and digital transformation leaders who are responsible for shaping responsive public policy. It is especially valuable for governance specialists, civic engagement officers, development practitioners, and NGO professionals working on citizen-centered reforms. Data analysts, researchers, and consultants focused on public opinion, digital governance, and participatory policy design will also benefit.

COURSE OUTCOMES
Delegates will gain the skills and knowledge to:
- Describe the importance of social listening in shaping public policy.
- Utilize sentiment analysis tools to interpret and analyze public opinion data.
- Monitor emerging issues and trends to support informed decision-making.
- Develop citizen-focused policies grounded in digital insights.
- Enhance government communication strategies through the use of social data.
- Identify and mitigate risks related to misinformation and digital discontent.
- Incorporate ethical and privacy considerations into social listening practices.
- Evaluate case studies showcasing data-driven policy adjustments.

KEY COURSE HIGHLIGHTS
At the end of the course, you will understand;
- Fundamental principles of social listening and sentiment analysis.
- Tools for tracking digital conversations and online public discourse.
- Techniques for analyzing sentiment and understanding public attitudes.
- Strategies for converting social insights into effective policy actions.
- Methods to build citizen trust through responsive and transparent governance.
- Risk management approaches addressing misinformation and negative digital sentiment.
- Ethical and privacy issues surrounding the use of social data.
- International case studies demonstrating the application of social listening in policymaking.

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