

PUBLIC RELATIONS | COURSE BROCHURE

Social Media Management for Public Institutions

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Public institutions use social media to inform citizens, deliver services and build trust. This course covers social media strategy for the public sector, content planning, accessible and inclusive content, responding to citizens, managing criticism, crisis use, governance and policies, and measurement.

Citizens expect fast, helpful responses from public institutions online. You will learn to run professional public sector social media.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Strategy workshops, content calendar planning, response drafting, crisis scenarios and analytics review.

Course objectives

By the end of this course, participants will be able to:
• Develop public sector social media strategy
• Plan content calendars
• Create accessible, inclusive content
• Respond to citizens and manage criticism
• Use social media during emergencies
• Set governance, policies and measurement

Target audience

This course is suitable for:
• Government social media managers
• Public sector communication officers
• Municipal communication staff
• PR staff in public bodies
• Digital service teams



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Target competencies

Participants will develop competencies in:

- Strategy
- Content planning
- Accessibility
- Citizen response
- Governance

Course outline

Day 1: Public Sector Social Media

09:00–10:08	Purpose
10:08–11:00	Platforms
11:00–11:30	**Coffee break**
11:30–11:45	Platforms (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Content

09:00–10:08	Content calendars
10:08–11:00	Formats
11:00–11:30	**Coffee break**
11:30–11:45	Formats (continued)
11:45–12:53	Accessibility
12:53–14:00	Workshop

Day 3: Engagement

09:00–10:08	Responding to citizens
10:08–11:00	Criticism
11:00–11:30	**Coffee break**



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11:30–11:45	Criticism (continued)
11:45–12:53	Moderation
12:53–14:00	Practice

Day 4: Emergencies

09:00–10:08	Emergency communication
10:08–11:00	Rumour control
11:00–11:30	**Coffee break**
11:30–11:45	Rumour control (continued)
11:45–12:53	Coordination
12:53–14:00	Scenario

Day 5: Governance and Measurement

09:00–10:08	Policies
10:08–11:00	Approvals
11:00–11:30	**Coffee break**
11:30–11:45	Approvals (continued)
11:45–12:53	Analytics
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	16 Nov 2026	20 Nov 2026	**€3,150.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
London Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,450.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Rome Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,450.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Dubai Confirmed dates	1 Feb 2027	5 Feb 2027	**€3,150.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Rome Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Barcelona Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,840.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Rome Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,450.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Istanbul Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,650.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Dubai Confirmed dates	10 May 2027	14 May 2027	**€3,150.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	24 May 2027	28 May 2027	**€2,840.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Vienna Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,940.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Cape Town Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,890.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Paris Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,860.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Vienna Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,940.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,890.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Frankfurt Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,650.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
London Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,450.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Cape Town Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,890.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,450.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Amsterdam Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,540.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online