



3 days

An intensive professional development training course on

Social Media Spokesperson: Representing Your Brand with Confidence and Credibility

Mastering Communication, Image, and Engagement in the Digital Age

Why Choose this Training Course?

In the modern digital landscape, social media has evolved from a marketing accessory to a core pillar of brand identity and communication. As organizations compete in a fast-paced, transparent, and highly interactive environment, the need for a dedicated and skilled social media spokesperson has never been more critical. These individuals serve as the public voice of the company, engaging with customers, stakeholders, and the general public across a variety of platforms in real-time.

A social media spokesperson is not just responsible for posting content; they are responsible for protecting the brand's reputation, driving engagement, addressing concerns, and building lasting relationships with online communities. In times of crisis, they are the frontlines of response; in moments of celebration, they amplify the brand's success. The digital voice they use must consistently align with the organization's tone, values, and objectives – requiring not only technical social media skills but also high emotional intelligence, communication finesse, and

SESSIONS

27-29 August 2025

Southern Sun Hotel

Sandton

Johannesburg

strategic thinking.

Online

\$3,950

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This Social Media Spokesperson: Representing Your Brand with Confidence and Credibility training course is designed to empower participants with the mindset, skills, and tools necessary to be an authentic, agile, and effective social media spokesperson. Whether representing a corporate, government, or nonprofit organization, participants will learn how to embody their brand, communicate with credibility, manage online reputation, and leverage social platforms for both proactive engagement and responsive action.

What are the Goals?

By the end of this Social Media Spokesperson training course, participants will be able to:

- Understand the strategic role of a social media spokesperson within an organization
- Communicate the brand voice with consistency, clarity, and authenticity
- Develop and deliver content that reflects professionalism and purpose
- Handle online interactions, both positive and negative, with tact and confidence
- Manage digital crises and respond appropriately in sensitive situations
- Apply ethical and legal considerations in social media communication
- Measure the effectiveness of communication strategies using social media analytics
- Collaborate with PR, marketing, and customer service teams for unified messaging

Who is this Training Course for?

This training course is suitable to a wide range of professionals but will greatly benefit:

- Corporate communications professionals
- PR officers and media spokespersons
- Marketing and digital media specialists
- Customer service and brand engagement teams
- Government or public institution representatives
- Anyone representing a brand or organization online

How will this Training Course be Presented?

This training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes an interactive mixture of lecture-led learning & group discussions.

Daily Agenda

Day One:

The Role of the Social Media Spokesperson

- Introduction to digital communications and the evolution of the spokesperson role
- Responsibilities and impact of being the voice of the brand
- Key principles of brand tone, voice, and messaging
- Understanding audiences and digital behavior
- Aligning online representation with corporate values

Day Two:

Content Strategy and Community Engagement

- Crafting compelling, on-brand content for diverse platforms
- Scheduling, publishing, and managing posts with consistency
- Best practices for interacting with followers, comments, and messages
- Using engagement techniques to build brand loyalty
- User-generated content, testimonials, and influencer collaboration

Day Three:

Legal, Ethical, and Analytical Dimensions

- Legal and ethical considerations in social media communications
- Avoiding defamation, copyright, and privacy issues
- Internal policies and social media governance
- Introduction to tools for social media analytics and KPIs
- Final simulation: Live role-play as social media spokespersons

Building a Professional Social Media Presence

- Personal branding for spokesperson credibility
- Creating and managing profiles across different platforms
- Balancing personal voice and organizational representation
- Visual presentation and storytelling techniques
- Maintaining professionalism and digital etiquette

Crisis Management and Reputation Protection

- Identifying and preparing for social media risks
- Real-time monitoring and early warning signs
- Responding to negative comments and public complaints
- Communication during PR crises or emergencies
- Case studies in digital crisis communication and recovery

Certificate

- Luthando Skills Certificate of Completion for delegates who attend and complete the training course