

Public Relations Policy Development Training Course

Professional Development Training Course Outline

Category	General Training	Duration	5 Days
Base Fee	\$1,500 USD	Delivery Mode	Online / On-site Hybrid

Course Introduction

In today's rapidly evolving digital communication environment, organizations require robust Public Relations (PR) Policies to safeguard reputation, strengthen stakeholder engagement, manage crises, and ensure consistent messaging across traditional and digital media platforms. Effective PR policy development enables organizations to align communication strategies with corporate governance, brand positioning, regulatory compliance, ESG commitments, and digital transformation initiatives. As misinformation, social media activism, and reputational risks continue to grow, organizations must establish clear communication frameworks that support transparency, accountability, and trust.

Public Relations Policy Development Training Course equips participants with practical knowledge and advanced skills to design, implement, monitor, and review comprehensive Public Relations Policies. Participants will explore emerging trends including Digital PR, AI-driven Communications, Reputation Management, Stakeholder Mapping, Crisis Communication, ESG Reporting, Social Media Governance, Brand Advocacy, Corporate Communications, and Strategic Media Relations. Through practical exercises, case studies, and policy development workshops, participants will gain the competencies required to develop modern PR policies that support organizational resilience, visibility, and stakeholder confidence.

Programme Curriculum

Public Relations Policy Development Training Course

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5 days

Course Objectives

Upon completion of the training, participants will be able to:

1. Develop comprehensive Public Relations Policies aligned with organizational goals.
2. Design strategic communication frameworks using Digital PR best practices.
3. Implement effective Reputation Management and Brand Protection strategies.
4. Strengthen Stakeholder Engagement through data-driven communication approaches.
5. Integrate AI-powered communication tools into PR policy frameworks.
6. Establish Crisis Communication and Business Continuity communication protocols.
7. Develop Social Media Governance and Digital Communication guidelines.
8. Align PR policies with ESG Communication and Sustainability Reporting requirements.
9. Create Media Relations strategies that enhance organizational visibility.
10. Apply Risk Communication principles to emerging organizational challenges.
11. Develop Monitoring, Evaluation, and Communication Performance Metrics.
12. Ensure compliance with governance, ethics, and regulatory communication standards.
13. Build integrated Corporate Communication strategies supporting organizational transformation.

Target Audience

1. Public Relations Managers and Officers.
2. Corporate Communication Professionals.
3. Government Communication Officers.
4. Media and External Relations Officers.
5. Marketing and Brand Managers.
6. Corporate Affairs Executives.
7. NGO and Development Sector Communication Specialists.
8. Senior Executives responsible for organizational reputation and stakeholder engagement.

Course Modules

Module 1: Foundations of Public Relations Policy Development

- Principles of Strategic Public Relations
- PR Policy Frameworks and Governance Structures
- Communication Ethics and Professional Standards

- Corporate Reputation and Trust Building
- Policy Development Process and Documentation
- **Case Study:** Development of an organization-wide communication policy following organizational restructuring.

Module 2: Stakeholder Engagement and Communication Strategy

- Stakeholder Identification and Mapping
- Stakeholder Influence and Interest Analysis
- Communication Planning Frameworks
- Community Engagement Strategies
- Building Trust and Public Confidence
- **Case Study:** Stakeholder communication strategy during a large-scale infrastructure project.

Module 3: Media Relations and Digital PR

- Strategic Media Engagement
- Media Monitoring and Analytics
- Digital PR and Online Visibility
- Influencer and Advocacy Communications
- Content Governance and Approval Processes
- **Case Study:** Successful digital media campaign that enhanced brand reputation and public awareness.

Module 4: Crisis Communication Policy Development

- Crisis Preparedness Frameworks
- Crisis Communication Planning
- Reputation Risk Management
- Emergency Communication Protocols
- Post-Crisis Recovery Communications
- **Case Study:** Corporate response to a reputational crisis amplified through social media.

Module 5: Social Media Governance and Online Reputation Management

- Social Media Policy Development
- Online Reputation Monitoring
- Employee Advocacy Guidelines
- Managing Misinformation and Disinformation
- AI and Emerging Communication Technologies
- **Case Study:** Managing viral misinformation affecting organizational credibility.

Module 6: Corporate Communication and ESG Integration

- Corporate Communication Strategy
- ESG and Sustainability Communications
- Corporate Social Responsibility Reporting
- Transparency and Accountability Frameworks
- Investor and Public Interest Communications
- **Case Study:** Development of an ESG communication policy for a multinational organization.

Module 7: PR Policy Compliance, Risk, and Governance

- Communication Governance Models
- Regulatory Compliance Requirements
- Ethical Communication Standards
- Risk Assessment and Communication Controls
- Policy Monitoring and Review Mechanisms
- **Case Study:** Review and strengthening of communication governance following regulatory scrutiny.

Module 8: Developing and Implementing a Public Relations Policy

- Policy Drafting Techniques
- Communication Policy Templates and Standards
- Implementation Roadmaps
- Monitoring and Evaluation Frameworks
- Continuous Improvement and Policy Updates
- **Case Study:** Workshop-based development of a complete Public Relations Policy for participant organizations.

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

- a. The participant must be conversant with English.
- b. Upon completion of training the participant will be issued with an Authorized Training Certificate
- c. Course duration is flexible and the contents can be modified to fit any number of days.
- d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.
- e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
07 Sep 2026	11 Sep 2026	Online	\$1,000
07 Sep 2026	11 Sep 2026	Physical	\$1,500
14 Sep 2026	18 Sep 2026	Online	\$1,000
14 Sep 2026	18 Sep 2026	Physical	\$1,500
21 Sep 2026	25 Sep 2026	Online	\$1,000
21 Sep 2026	25 Sep 2026	Physical	\$1,500
28 Sep 2026	02 Oct 2026	Online	\$1,000
28 Sep 2026	02 Oct 2026	Physical	\$1,500

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com