



Sales, Marketing and Customer Service

Customer Service in Social Media

Course Introduction

Today's technology-driven era has opened boundless opportunities for companies to reach their customers and offer their products and services. At the same time, companies have started utilizing social media customer service to attend to a wider audience needs. However, setting-up, managing, and monitoring social media customer service program is not an easy task.

Customer Service in Social Media

This training course is designed to provide participants with the essential concepts related to the current trends and application of social media in the customer service field as well as the tools for creating content, monitoring notifications and posting techniques. The course will explore the steps on how to set up your social media customer service program, handling complaints and negative comments in social media, and responding to a high volume of customer queries.

Target Audience

- Sales Executives
- Business Development Executives
- Sales / Marketing Managers
- Account Managers / Relationship Managers
- Sales Directors
- Teachers / Trainers
- Leaders
- Students
- Head of Department
- Art Directors
- HR professional
- Career shifters
- Business Owners / Entrepreneurs
- Social Media Specialist
- SEO Specialist

- Customer Service Officers

Learning Objectives

At the end of the training course, participants will be able to

- Gain a comprehensive understanding of the current social media landscape and its connection to customer service.
- Identify and use tools to aid social media management
- Apply best practices for responding to customer service queries via social media
- Consider how to incorporate proactive customer service content into their accounts
- Understand the importance of social media monitoring/listening and use search tools to identify customer service opportunities
- Effectively handle complaints and negative comments on social media
- Utilize strategies for effectively managing large volumes of customer enquiries
- Monitor and assess organization's social media customer service approach.

Course Outline

- **01 Day one**

Introduction to social media and Customer Service

- An overview of the current social media landscape
- Why customers interact with brands on social media
- Current and near future social trends
- An overview of the messaging apps market by country

Strategy

- Why customer service is so important on social media?
- What are your customer service objectives?
- Be prepared – identify who and where your customers are

Creative

- Social media basics – profiles, bios, photos, keywords
- Brand consistency and brand tone voice
- Be accessible – let customers know when you are available

• 02 Day Two

Setting Up Your Social Media Customer Service Program

- How to set up your social media accounts and guidelines for your staff
- How to deliver great customer service by social channels
- Expected social media response times
- How to handle customer complaints on social media
- A brief look at crisis management
- Moving the conversation from public to private
- Using greetings, names, emojis and hashtags.
- Using response templates and how to create them
- When to use automated responses, and when not – including bots
- Proactive customer service via social media

• 03 Day Three

Reputation Management

- How do customers view your brand and brand perception?
- Dealing with negative comments the right way
- How to approach customer service on Twitter and Facebook
- Taking any potential complaints off of public social media platforms ASAP to private message, email or phone call.
- Case studies of both good and bad customer service
- How to deal with a PR crisis on social media

- Legal implications and importance of Social Media Policy

Social media monitoring and listening

- Monitor complaints for recurring issues and solve these to avoid future problems
- The best tools to manage negative communication



Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 28, 2025	April 30, 2025	3 days	3250.00 \$	UAE - Dubai
Oct. 26, 2025	Oct. 28, 2025	3 days	3250.00 \$	KSA - Riyadh
Dec. 23, 2025	Dec. 25, 2025	3 days	1550.00 \$	Virtual - Online
Sept. 22, 2025	Sept. 24, 2025	3 days	4950.00 \$	USA - Texas