

Crisis Media Training

GoSkills online course syllabus

Skill level

Beginner

Lessons

17

Accredited by

Verified by GoSkills

Pre-requisites

No prior experience needed

Video duration

57m

Estimated study time

3h

Instructor

TJ Walker

Crisis Reality & Modern Communication Breakdown

1 The Traditional Crisis Timeline Gives Way to New Social Media Rules
Why the old "detect - respond - manage" timeline no longer works.

2 Why the First Response Matters More Than Ever
Why your first statement becomes the foundation of the entire narrative.

The Psychology of Modern Crisis Perception

3 What Happens When You Say Nothing or "I Don't Know"
Why silence and uncertainty accelerate narratives instead of stopping them.

4 How One Sentence Becomes the Entire Story
Why modern communication is filtered, clipped, and repackaged, and complex situations collapse into simple public judgments.

5 Why Longer Explanations Make Things Worse
How over-explaining increases confusion, while every part of your statement must stand on its own.

6 When Your Answer Becomes the Accusation
Why repeating accusations strengthens them in public memory.

Crisis Amplification and Modern Systems

- 7** **How Crises Spread and Why Outrage Escalates**
Why crises spread in waves, not linear progression.
- 8** **Responding to Rumors Without Amplifying Them**
How to correct misinformation without increasing its reach.
- 9** **AI Is Now Part of Every Crisis, For Better or Worse**
How algorithms and AI influence modern crisis perception, and may introduce hidden communication risks.
- 10** **How AI Can Be Used Against You... And How You Can Use AI**
While AI can be weaponized, its power can also be harnessed.
- 11** **Homework 1: First Hour Crisis Response Drill**
Simulating your first 60 minutes in a real crisis.

Strategic Communication Control

- 12** **The 3-Message Rule in a Viral World**
Why simplicity outperforms over-explanation in crisis messaging.
- 13** **Practicing for Clips and Recording Your First Response**
How to train for short-form viral reality instead of full conversations.
- 14** **Case Studies: Silence vs. A Strong Response**
Inaction can escalate crises beyond control, but fast, clear communication reduces escalation.
- 15** **Homework 2: Record Your 30-Second Crisis Video**
Practical communication under pressure exercise.

Final Reinforcement

- 16** **Crisis Communication Reset**
Pre-crisis mindset preparation and mental reset habits.

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Course Conclusion

Final recap of modern crisis communication realities and transformation achieved.

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