KOENIG SOLUTIONS · COURSE OUTLINE

Oil & Gas Communication: Digital & Social Media

Learn to plan and deliver effective digital and social media communication for oil and gas organisations, from content creation to crisis-aware messaging.

COURSE OVERVIEW

This course examines how the media landscape is changing for oil and gas industries and how corporate communication must adapt in response. It covers the psychology of communication alongside professional tools and techniques, including how to communicate within a regulated market. It then moves into practical digital skills, covering how to create content that sticks, how to avoid common social media mistakes, and how to turn internal audiences into advocates. Finally, it addresses how to tell positive stories for the oil and gas industry.

WHO THIS COURSE IS FOR

- **Communication Professionals**
- **Corporate Communication Managers**
- **Digital Media Specialists**
- **Social Media Managers**
- **Public Relations Officers**
- **Internal Communication Teams**

LEARNING OBJECTIVES

- Explain the changing media landscape facing oil and gas industries
- Describe corporate communication for a changing media environment
- Apply principles of communication psychology to messaging
- Identify professional communication tools and techniques
- Explain how to communicate within a regulated market
- Develop content that resonates with target audiences
- Identify common social media mistakes and how to avoid them
- Plan approaches to build internal advocates

COURSE SYLLABUS

10 Topics

TOPICS

- The Changing Landscape for Oil & Gas Industries
- Corporate Communication in a Changing Media Environment
- The Psychology of Communication
- Communication Professional Tools and Techniques
- Communicating in Regulated Market
- How to Create Content that Sticks
- Practical Skills in Digital Communication
- Avoiding Social Media Mistakes
- Making Advocates of your Internal Audience
- How to tell the Positive Stories for the Oil and Gas Industry

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training | Live Online Classes (ILO) | Fly-Me-A-Trainer (FMAT) | Flexi (Self-Paced) | 1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

Visit koenig-solutions.com | info@koenig-solutions.com