

Registration and payment information

Social Media Analytics and Management

Training details

Modality: Online instructor led

Dates: 06 Sep 2021 - 17 Sep 2021

Training fees: \$100.00

Language: English

Registration deadline: 06 Sep 2021

Training code: 21OI026514AFR-E

Contact: ymaitalata@dbieducation.org

Training description

This course exposes participants to methods used for social media analytics that can be used to convert information derived from social media into insightful tools and how to interact with consumers in real-time. It teaches participants how to manage social media platforms in order to project their online reputation. It is also designed to help participants gain a thorough understanding of the features of social media analytics to engage better with their audience, to improve customer relations, monitor competition, identify and engage with their top customers and to find out where their industry is heading. It will help them understand the major tricks and dynamics involved in social media analytics.

For more information about the training objectives, target population, entry requirements, methodology, evaluation and content, consult the page [here](#).

How to register

In order to register for the training, participants should:

1. Create an ITU Academy account [here](#)
2. Register for the course [here](#)

How to pay for the training

A training fee of USD 100.00 per participant is applied for this training course. Payment should be made via the online system using the link mentioned above for training course registration at [course page](#).

Where it is not possible to make payment via the online system, select the option for offline payment to generate an invoice using the same link as above. Download the invoice to make a bank transfer to the ITU bank account shown below. Then send the proof of payment/copy of bank transfer slip and the invoice copy to Hcbmail@itu.int and copy the course coordinator. **All bank transaction fees must be borne by the payer.**

Failure to submit the above documents may result in the applicant not being registered for the training.

Group registration and payment

Registration and payment for multiple people from an organization is possible through institutional contacts.

To become an institutional contact:

1. Go to your profile page by clicking on the “My account” button in the user menu and click on the “Apply to be an Institutional Contact” button
2. Fill in the required information and click “continue”, a request will be created.
3. An ITU Academy manager will manually review this request and accept or deny it accordingly.
4. If accepted, you will find a new menu tab “Institutional Contact” appearing in the top bar. You can now request multiple seats in a course and assign them to people from your group. Kindly note, each individual must create an ITU Academy account.



The [ITU Academy](#) is the International Telecommunication Union leading platform for capacity development initiatives.

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