

## Registration and payment information

### **Social Media Analytics and Management**

#### **Training details**

**Modality:** Online instructor led

**Dates:** 09 May 2022 - 20 May 2022

**Training fees:** \$150.00

**Language:** English

**Registration deadline:** 10 May 2022

**Training code:** 22OI028000AFR-E

**Contact:** [pougwoke@dbi.edu.ng](mailto:pougwoke@dbi.edu.ng)

#### **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. Objectives of the training course include the following: • Understand the importance of Social media. • Understand how to use different social media platform. • Understand how to create good and objective social media content. • Understand Social media Analytics. • Understand ways of managing organisational online reputation.

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 150.00 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](mailto: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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