



Training course outline

ITU Centre of Excellence Network for Africa

Digital Bridge Institute (DBI), Abuja, Nigeria

Online Training Course on

Social Media Analytics and Management

17-28 October 2022

Title	Social Media Analytics and Management
Modality	Online instructor led
Dates	17 – 28 October 2022
Duration	2 Weeks
Registration deadline	16 October 2022
Training fees	150USD
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
Code	22OI028003AFR-E

1. LEARNING OBJECTIVES

Objectives of the training course include the following:

- Understand the importance of Social media.
- Understand how to use different social media platforms.
- Understand how to create good and objective social media content.
- Understand Social media Analytics.
- Understand ways of managing organisational online reputation.

2. LEARNING OUTCOMES

It is expected that upon completion of the training session, participants will be able to:

- Understand the importance of Social media.



- Use different social media platforms.
- Create good and objective social media content.
- Carryout Social Media Analytics.
- Manage organisational online reputation.

3.TARGET POPULATION

This training is targeted at business owners, product/brand managers, public relations and media practitioners, social media management team members and anyone interested in developing an understanding of how digital media is used.

4.ENTRY REQUIREMENTS

Participants are expected to have basic digital literacy skills

5.TUTORS/INSTRUCTORS

Name of tutor(s)/instructor(s)	Contact details
Mr. Chukwuemeka NZEIH	Email: cnzeih@dbi.edu.ng Tel. No: +234 803 788 1631
Mr. Israel BAIYE	Email: ibaiye@dbi.edu.ng

6.TRAINING COURSE CONTENTS

Twitter

- Basics & Terminologies
- Establishing Twitter Presence

Facebook

- Leveraging on Facebook Timelines
- Growing Facebook Communities
- Facebook Polls, Surveys and Metrics

Instagram

- Introduction to Instagram
- Navigating the Instagram Layout

Google Plus

- Basics and Statistics
- Google Plus Layout
- Establishing Google Plus Presence
- How to Build Relative Circles
- How to Use Google Hangouts

LinkedIn

- Basics & Terminologies
- How to Use LinkedIn for HR
- How to Find Relevant Connections
- Searching LinkedIn for Leads and how to Generate Leads
- Growing LinkedIn Network

Social Analytics and Management



- Developing Social Media Policy
- Building Social Media Team
- Measuring Social Media Effort.
- Website Analytics
- Tracking Conversions
- Strategic Engagement Strategies.
- Using Multi Platform Management Tools

Online Reputation Management

- What is Online Reputation?
- Assessing your Current Online Reputation
- Crafting a Social Media Policy to Guide Engagement
- Designing a Social Media Content Strategy
- Enhancing Online Reputation
- Managing Online Reputation

7. TRAINING COURSE SCHEDULE

Week / Session	Topic	Exercises and interactions
Week 1	Introduction to Social Media Twitter <ul style="list-style-type: none"> • Basics & Terminologies • Establishing Twitter Presence Facebook <ul style="list-style-type: none"> • Leveraging on Facebook Timelines • Growing Facebook Communities • Facebook Polls, Surveys and Metrics Instagram <ul style="list-style-type: none"> • Introduction to Instagram • Navigating the Instagram Layout Google Plus <ul style="list-style-type: none"> • Basics and Statistics • Google Plus Layout • Establishing Google Plus Presence • How to Build Relative Circles • How to Use Google Hangouts LinkedIn <ul style="list-style-type: none"> • Basics & Terminologies • How to Use LinkedIn for HR • How to Find Relevant Connections • Searching LinkedIn for Leads and how to Generate Leads • Growing LinkedIn Network 	<ul style="list-style-type: none"> • Read week 1 material • Participate in online class • Submit week 1 assignment • Take week 1 quiz • Participate in Forum discussion for week 1
Week 2	Social Analytics and Management <ul style="list-style-type: none"> • Developing Social Media Policy • Building Social Media Team • Measuring Social Media Effort. • Website Analytics 	<ul style="list-style-type: none"> • Read week 2 material • Participate in online class • Submit week 2 assignment • Take week 2 quiz



	<ul style="list-style-type: none"> • Tracking Conversions • Strategic Engagement Strategies. • Using Multi Platform Management Tools <p>Online Reputation Management</p> <ul style="list-style-type: none"> • What is Online Reputation? • Assessing your Current Online Reputation • Crafting a Social Media Policy to Guide Engagement • Designing a Social Media Content Strategy • Enhancing Online Reputation • Managing Online Reputation 	<ul style="list-style-type: none"> • Participate in Forum discussion for week 2
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8.METHODOLOGY (Didactic approach)

Course Materials: The relevant course material will be made available on the ITU Academy portal at the beginning of the course.

Online Discussion Forums: Participants are expected to participate actively in discussion forums on selected topics throughout the week.

Chat Sessions: Online chat sessions with the tutors will take place on Thursdays of each week. All participants are expected to join the chat sessions as they will be graded.

Quizzes: Two mandatory online quiz will be held at the end of each week.

Assignment: There will be a mandatory assignment for the course.

9.EVALUATION AND GRADING

Evaluation of participants at this course will be based on the following:

- Class Attendance
- Quizzes
- Assignments
- Forum Participation

Only participants who have successfully completed all assessments with a pass mark of 60% shall be awarded the ITU Certificate.

10.TRAINING COURSE COORDINATION

<p>Course coordinator: Name: Mr. Paulinus O. UGWOKE Head, Research, Education and Training Department Digital Bridge Institute, Abuja, NIGERIA Email address: pougwoke@dbi.edu.ng</p>	<p>ITU coordinator: Name: Mr. Emmanuel NIYIKORA Programme Officer, ITU Area Office for West Africa, DAKAR Tel : +250 788312939 Email address: emmanuel.niyikora@itu.int</p>
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