



International Telecommunication Union  
REGIONAL OFFICE FOR AFRICA



Ref: ROA/ADD/AR/ma/L044/21

Addis Ababa, 11 June 2021

To: Administrations of ITU Member States,  
Regulators, ITU-D Sector Members and  
Academia in Africa

Subject: **ITU Centres of Excellence training on “Social Media Analytics and Management”, September 6 – 17, 2021**

Dear Sir/Madam,

I am pleased to invite your organization to participate in the Online training on **“Social Media Analytics and Management”** to be held from **September 6 – 17, 2021**. This training is organized jointly by the International Telecommunication Union and the Digital Bridge Institute as part of the Policy and Regulation program under the auspices of the ITU Centres of Excellence for Africa. The training will be delivered in English.

This course will teach participants social media analytics methods, ways of managing organisational online reputation, improve customer relations, create good and objective social media content, monitor competition, identify and engage top customers and develop social media strategy. Detailed information on this training is described in the training outline which can be downloaded from the ITU Academy Portal at the following link <https://academy.itu.int/training-courses/full-catalogue/social-media-management-and-digital-marketing-0>.

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.

Registration for the training should be made online at the afore mentioned link not later than **September 3, 2021**. Payment details are specified in the training outline.

Mr. Paulinus O. UGWOKÉ, Head, Research, Education and Training Department, DBI, Email: [Jpougwoke@dbi.edu.ng](mailto:Jpougwoke@dbi.edu.ng) and Mr. Emmanuel Niyikora, Programme Officer, ITU Area Office for West Africa, Dakar, Email: [emmanuel.niyikora@itu.int](mailto:emmanuel.niyikora@itu.int) are at your full disposal should you require any information.

We look forward to your active participation and invaluable contribution.

Yours Sincerely,

[Original signed]

Andrew Rugege  
Regional Director for Africa and  
Liaison to ECA and AU