ITU Centres of Excellence Network for Africa

Digital Bridge Institute (DBI), Abuja, Nigeria

Online Training Course on

Social Media Analytics and Management

September 6 – 17, 2021

TRAINING COURSE OUTLINE

COURSE DESCRIPTION

Title	**Social Media Analytics and Management**
Objectives	Objectives of the training course include the following: • Understand the importance of Social media. • Understand how to use difference social media platform. • Understand how to create good and objective social media content. • Understand Social media Analytics. • Understand ways of managing organisational online reputation.
Dates	September 6 - 17, 2021
Duration	2 Weeks
Registration deadline	September 3, 2021
Training fees	100 USD
Course code	**21OI26514AFR-E**

DESCRIPTION OF THE TRAINING COURSE

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 other to project their online reputation.

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.

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.

TUTORS/INSTRUCTORS

NAME OF TUTOR(S)/INSTRUCTOR(S)	CONTACT DETAILS
Mr. Chukwuemeka NZEIH	Email: cnzeih@dbi.edu.ng Tel. No: +234 803 788 1631

EVALUATION

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.

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

METHODOLOGY

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.

TRAINING COURSE SCHEDULE

Day	Topic	Exercises and Interactions
Week 1	**Introduction to Social Media** **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	• 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**	• Read week 2 material
	• Developing Social Media Policy	• Participate in online class
	• Building Social Media Team	• Submit week 2 assignment
	• Measuring Social Media Effort.	• Take week 2 quiz
	• Website Analytics	• Participate in Forum discussion
	• Tracking Conversions	for week 2
	• 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	

TRAINING COORDINATION

DBI Coordinator:	**ITU Coordinator:**
Name : **Mr. Paulinus O. UGWOKE**	Name : **Mr. Emmanuel NIYIKORA**
Head, Research, Education and Training Department	Programme Officer,
Digital Bridge Institute, Abuja, NIGERIA	ITU Area Office for West Africa, DAKAR
Tel. No : +234 803 360 7540	Tel. No: +250 788312939
Email address : pougwoke@dbi.edu.ng	Email: emmanuel.niyikora@itu.int

REGISTRATION AND PAYMENT

ITU Academy portal account

Registration and payment should be made online at the ITU Academy portal.

To be able to register for the course you MUST first create an account in the ITU Academy portal at the following address: https://academy.itu.int/index.php/user/register

Course registration

When you have an existing account or created a new account, you can register for the course online at the following link: https://academy.itu.int/training-courses/full-catalogue/social-media-management-and-digital-marketing-0

You can also register by finding your desired course in our training catalogue
https://academy.itu.int/index.php/training-courses/full-catalogue

Payment
1. **On-line Payment**
   A training fee of USD 100 per participant is applied for this training. Payment should be made via the online system using the link mentioned above for training registration at: https://academy.itu.int/training-courses/full-catalogue/social-media-management-and-digital-marketing-0

2. **Payment by Bank Transfer**
   Where it is not possible to make payment via the online system, select the option for offline payment to generate an invoice. Use the invoice to make a bank transfer to the ITU Bank account shown below. Then send the proof of payment and the copy of invoice 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.

3. **Group Payment**

   Should you wish to pay for more than one participant using bank transfer and need one invoice for all of them, create an account as **Institutional Contact**. **Institutional Contacts** are users that represent an organization. Any student can request to be an institutional contact or to belong to any existing organization.

   To do this, head to your profile page by clicking on the **"My account"** button in the user menu. At the bottom of this page you should see two buttons:

   a. If you want to **become an institutional contact**, click on the "**Apply to be an Institutional Contact**" button. This will redirect you to a small form that will ask for the organization name. After you fill the name of the organization you want to represent, click on "**continue**" and a request will be created. An ITU Academy manager will manually review this request and accept or deny it accordingly.

   b. If you want to **belong to an existing organization**, click on the "**Request to belong to an Institutional Contact**" button. This will redirect you to a small form that will ask you to select the organization you want to join from an organization list. After you select the correct organization, click on "**continue**", a request will then be created. The Institutional Contact that represents that organization will manually accept or deny your request to join the organization.

ITU BANK ACCOUNT DETAILS:

Name and Address of Bank:	UBS Switzerland AG Case postal 2600 CH 1211 Geneva 2 Switzerland
Beneficiary:	Union Internationale des Télécommunications
Account number:	240-C8108252.2 (USD)
Swift:	UBSWCHZH80A
IBAN	CH54 0024 0240 C810 8252 2
Amount:	USD 100
Payment Reference:	CoE-AFR 26514 - P.40590.1.02

4. **Other method of payment**

   If due to national regulations, there are restrictions that do not allow for payment to be made using options 1 & 2 above, please contact the ITU Coordinator for further assistance.