

**The Assistant Director-General
For Priority Africa and External Relations**

Permanent Delegations and
Observers to UNESCO
National Commissions for
UNESCO

12 December 2024

Subject: Registration for the Online Course: “Digital Content Creators and Journalists: How to Be a Trusted Voice Online”

Ref: CI/FMD/MIL/24/173

Dear Sir/Madam,

UNESCO is committed to fostering Media and Information Literacy (MIL) and enhancing digital competencies for all. Recognizing the vital role digital content creators, influencers and online journalists play in the modern information ecosystem, UNESCO works on empowering these new agents with the skills to provide verified, credible and professional content while combating misinformation, disinformation, and hate speech on social media and digital platforms.

To this end, we wish to invite national stakeholders to promote the registration to our free online course designed specifically for digital content creators: **“Digital Content Creators and Journalists: How to Be a Trusted Voice Online”** and share the course with all relevant stakeholders including content creators, influencers, journalism institutes, universities and youth organisations.

Watch the promotional [video here](#).

To register: [Click here](#)

Target groups: The “Digital Content Creators and Journalists: How to Be a Trusted Voice Online” is designed for digital content creators, influencers and online journalists.

Content Summary: This course will equip participants with theoretical and practical tools to build trust with their audiences, navigate challenges in digital era, and advocate for Media and Information Literacy.

Format: Self-paced and 4-week course (**launched on 18 November 2024 and accessible until January 2025**).

Language: Available in English, French, Spanish, and Portuguese

Partner: The Knight Center for Journalism in the Americas

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For further information, you may contact Ms Adeline Hulin, Head of Unit a.i for Media and Information Literacy and Digital Competencies (tel.: + 33 1 45 68 04 95, e-mail: a.hulin@unesco.org).



Firmin Edouard Matoko

Encl: A flyer in English