

QNA Launches Social Media Monitoring and Analysis Training Program



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Doha, June 23 (QNA)– Qatar News Agency (QNA) launched a training program titled “Monitoring and Analyzing Social Media,” as part of the QNA Training Center’s 2026 training plan.

The three-day course aims to develop participants’ abilities in monitoring and analyzing content published on social media platforms, seeking to enhance their skills in tracking trending issues and extracting indicators and insights that contribute to building a comprehensive understanding

of the topics under discussion. This, in turn, supports decision-making processes based on available data.

The course, presented by Hisham Shaaban, a journalist specializing in social media at QNA, covers a range of topics related to the concept and importance of social media, the fundamentals of media monitoring and analysis, and the scope and mechanisms of monitoring. It also introduces participants to the key issues subject to monitoring, as well as methods for tracking and analyzing them.

Furthermore, the course covers skills in preparing and editing monitored materials, mechanisms for verifying news and identifying misleading sources, awareness of the editorial orientations of media institutions, professional guidelines related to media monitoring, linguistic editing, and the preservation and archiving of monitored materials.

The course includes practical applications and training projects that allow participants to apply their acquired knowledge and skills in preparing case studies and research papers on monitoring and analyzing social media platforms, and to discuss their findings at the end of the training program.

The course is part of QNA's efforts, through the QNA Training Center, to develop national media competencies and keep pace with the rapid developments in the media sector, contributing to

improving the quality of media content and production.