Unit title	Principles of Social Media within a Business
SQA code	H8R0 04
SCQF level	6
SCQF credit points	6
SSC Ref	N/A

History of changes

Publication date: March 2015

Version: 01

Version number	Date	Description	Authorised by

Title	Principles of Social Media within a Business
Learning Outcomes **The candidate will:**	**Assessment Criteria** **The candidate can:**
1 Understand how social media fits into the objectives and marketing of a business.	1.1 Describe a business and its type, vision, aims, objectives and goals. 1.2 Identify the brand and values of a business and how these are portrayed to the audience of a business. 1.3 Describe the marketing tools available to a business. 1.4 Explain the consequences of using social media on the budget of different sizes and types of business. 1.5 Explain the benefits and consequences of encouraging amplification. 1.6 Explain the benefits and consequences of encouraging engagement. 1.7 Explain the factors to consider when identifying a social media plan for a business. 1.8 Explain how social media could fit into the marketing plan of a business.
2 Understand how to select social media tools and channels for a business.	2.1 Describe the different tools and channels that can be used for social media. 2.2 Describe the features and benefits of the different tools and channels that can be used for social media. 2.3 Identify the potential type of audience for each different tool and channel that can be used for social media. 2.4 Explain the factors to consider when selecting different tools and channels for social media. 2.5 Evaluate different tools and channels for social media for business use.

Learning Outcomes		Assessment Criteria	
The candidate will:		**The candidate can:**	
3	Understand how to measure the success of using social media tools and channels.	3.1	Explain the importance of measuring the outcomes of using different social media tools and channels.
		3.2	Explain why SMARTER targets should be set for different social media tools and channels.
		3.3	Describe the methods a business can use to measure and identify success of different social media tools and channels.
		3.4	Describe what success could look like when using different social media tools and channels for different types and sizes of business.
4	Understand how social media policy and guidelines can impact a business.	4.1	Describe the components of a business's social media policy and guidelines.
		4.2	Explain the importance of having a social media policy and guidelines.
		4.3	Explain the importance of having a reputation management policy.
		4.4	Describe the benefits of managing perception changes in a business's reputation.
		4.5	Describe how to manage perception changes in a business's reputation.
5	Be able to monitor how a business is using social media.	5.1	Explain the importance of knowing how similar businesses or industries are using social media.
		5.2	Explain how to monitor the ways similar businesses or industries are using social media.
		5.3	Monitor how a business is using social media.
		5.4	Identify improvements to a business's use of social media.

Additional information about the Unit
Unit purpose and aim(s)
This Unit is designed to provide candidates with the knowledge and understanding of social media and how it fits into the objectives and marketing of a business. Candidates will evaluate the different tools and channels available and understand how to evaluate the success of using these tools and channels. They will also describe the impact of social media on a business and be able to monitor how a business is using social media.
Details of the relationship between the Unit and relevant national occupational standards (if appropriate)
N/A
Details of the relationship between the Unit and other standards or curricula (if appropriate)
N/A
Assessment requirements specified by a sector or regulatory body (if appropriate)
N/A

Assessment (evidence) Requirements

This Unit is designed to assess the knowledge, understanding and skills of candidates in the workplace and can be assessed on or off-the-job. Candidates must cover all the Learning Outcomes and Assessment Criteria.

Candidates may be able to prove their occupational knowledge and understanding through performance in the workplace. In addition to performance, questioning may be used to:

♦ confirm knowledge and understanding where it is not apparent from performance
♦ address gaps in knowledge and understanding in performance
♦ authenticate evidence by asking candidates to explain part of the evidence and/or describe the process of producing it

Evidence is likely to be presented in the form of a portfolio.

Guidance on Instruments of Assessment

Appropriate Instruments of Assessment for assessing candidates' knowledge and understanding include:

♦ Oral questions
♦ Written questions
♦ Multiple-choice questions
♦ Case studies
♦ Assignments
♦ Professional discussion
♦ Product evidence
♦ Witness testimony
♦ Personal statement

The choice of method should reflect any special assessment requirements candidates may have. For example, some candidates do not respond well to written questions — in any case, it is important to ensure that the appropriate reading level is used.

SQA's Guide to Assessment provides further information on appropriate Instruments of Assessment. This guide is designed to provide support for everyone who assesses for SQA qualifications. It looks at the principles of assessment, and brings together information on assessment in general as well as on best practice in assessment. The Guide to Assessment can be downloaded free from SQA's website **www.sqa.org.uk**.