



## **National Unit specification: general information**

**Unit title:** Social Networking (SCQF level 5)

**Unit code:** H1YD 11

**Superclass:** CD

**Publication date:** October 2012

**Source:** Scottish Qualifications Authority

**Version:** 02

### **Summary**

This Unit introduces candidates to the process of managing and creating a social media site. Candidates will have the opportunity to develop practical and creative skills allowing them to produce original copy, use image creation equipment, capture audio and video and edit this content to the required format to upload to a suitable social media site. Candidates will use text, digital cameras, scanners and digital video and sound recording equipment, as well as computers and mobile devices.

This is an optional Unit within the National Certificate in Creative Industries at SCQF level 5 but is also available as a freestanding Unit.

The Unit is suitable for those who wish to use social media for either promotion of existing business, or to pursue and market a new entrepreneurial idea.

### **Outcomes**

- 1 Research social networking websites.
- 2 Manage content to a specified brief.
- 3 Evaluate the effectiveness of the finished content.

### **Recommended entry**

Entry is at the discretion of the centre, no previous experience is required.

## General information (cont)

**Unit title:** Social Networking (SCQF level 5)

### Credit points and level

1 National Unit credit at SCQF level 5: (6 SCQF credit points at SCQF level 5\*)

*\*SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

### Core Skills

Achievement of this Unit gives automatic certification of the following Core Skills component:

Complete Core Skill	None
Core Skill component	Critical Thinking at SCQF level 5 Processing Information at SCQF level 5

There are also opportunities to develop aspects of Core Skills which are highlighted in the Support Notes of this Unit specification.

## **National Unit specification: statement of standards**

**Unit title:** Social Networking (SCQF level 5)

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

### **Outcome 1**

Research social networking websites.

#### **Performance Criteria**

- (a) Identify different types of websites where social networking takes place.
- (b) Identify forms of communication which can be used across social networking websites.
- (c) Identify the positive and negative traits of social networking.

### **Outcome 2**

Manage content to a specified brief.

#### **Performance Criteria**

- (a) Create a social network space.
- (b) Create and edit content.
- (c) Upload content in the form of text pictures, links, video/or audio.
- (d) Use a range of digital media effectively.

### **Outcome 3**

Evaluate the effectiveness of the finished content.

#### **Performance Criteria**

- (a) Review the finished content.
- (b) Obtain feedback.
- (c) Evaluate and implement suggested improvements.

## **National Unit specification: statement of standards (cont)**

**Unit title:** Social Networking (SCQF level 5)

### **Evidence Requirements for this Unit**

Evidence is required to demonstrate that candidates have achieved all Outcomes and Performance Criteria.

Evidence for the Unit should be generated under supervised open-book conditions throughout the Unit. Evidence may be generated holistically or Outcome by Outcome.

#### **Outcome 1**

Written and/ or oral recorded evidence is required to show that candidates can:

- ◆ identify three different types of social networking sites on internet based platforms other than desktop computers from: twitter, games consoles, tablets, smart TV
- ◆ identify the forms of communication used across social network sites — these must include text, pictures, links, audio, video, advertisements
- ◆ identify five positive and five negative features of social networking

#### **Outcome 2**

Product evidence is required to show that candidates can work to a brief and use a range of digital media effectively to:

- ◆ create a social network space on a working social network and add login and password protection
- ◆ create and edit content to meet the brief and which is appropriate to the social network space
- ◆ upload the content correctly

#### **Outcome 3**

Written/oral recorded and product evidence is required to show that candidates can:

- ◆ review the finished content effectively
- ◆ obtain feedback from other users through the use of comment forms
- ◆ evaluate feedback and comments from users, make necessary improvements and use 'before' and 'after' screenshots to show changes

## **National Unit specification: support notes**

**Unit title:** Social Networking (SCQF level 5)

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

### **Guidance on the content and context for this Unit**

This Unit is broadly aligned to the following National Occupational Standards from Creative Skillset:

- ◆ X1 Contribute to good working relationships
- ◆ CDP1 Improving your skills
- ◆ PUB 18 Create content
- ◆ PUB19 Edit content
- ◆ PUB20 Proofread Content

This Unit provides candidates with an introduction to the use of social networking websites. This is an optional Unit in the National Certificate in Creative Industries at SCQF level 5 but is also available as a freestanding Unit. Delivery and assessment of this Unit could be integrated with other practical Units.

Candidates will create, edit and evaluate original source material and correctly dimension it in order to be able to accurately upload it to a social networking site. This should result in professional looking, well laid-out use of original source material.

### **Guidance on learning and teaching approaches for this Unit**

The Unit should be delivered initially as a series of demonstrations and exercises. The tutor should demonstrate the use of social networking sites.

#### **Outcome 1**

Candidates should familiarise themselves with a variety of social media sites across a range of devices, not limited to desktop computers. For Outcome 1, the emphasis is on research and therefore after initial guidance by the tutor, candidates should draw up a list of different types of social media sites but should not at this stage be encouraged to interact with any of them. The tutor could show candidates a variety of websites listing the many different types of social media sites as well as online specialist social media sites and blogs. Many businesses now have a presence on social media websites.

## **National Unit specification: support notes (cont)**

**Unit title:** Social Networking (SCQF level 5)

### **Outcome 2**

The tutor should demonstrate the software and hardware needed in order for candidates to effectively manage to create, edit and upload original content, working to a specified brief. This will include taking photographs, editing and scaling them to the specified size and saving them in the appropriate format; and also shooting and editing video and audio and saving it in an appropriate format and size. Candidates will create links to other pages or sites, making sure that all content is being used effectively and that text is suitably proofread and spell checked.

### **Outcome 3**

The analysis and reflection should be applied to the finished content and should be an on-going continuous process on measuring its effectiveness through feedback from users.

This can be done by asking peers to comment on each other's sites and ideally should be done orally in addition to using a checklists or comment forms. Any oral feedback should be recorded for verification purposes.

## **Guidance on approaches to assessment for this Unit**

Assessment could be continuous, and could be assessed holistically on completion of all three Outcomes. Assessor observation checklists could be used to record that all tasks have been completed by the candidate.

### **Outcome 1**

This Outcome could be presented as a short presentation or as a written report. Candidates should work to a given brief which provides a range of suitable material. The level and number of social media sites should be determined by the tutor and vary according to the complexity of the sites selected. Evidence for this Outcome could be submitted in the form of a digital file, hard copy or video presentation.

Evidence could be provided in the form of a short presentation lasting no less than five and no more than 10 minutes or in the form of a report being no less than 500 words and no more than 1,000 words. Both the presentation and/or the report could be supported with screenshots displaying different forms of social media interaction.

There are positive and negative traits associated with social networking. Candidates should be made aware of the pros and cons given below and justify why they have made their own particular choices.

**Pros:** easy to use, very democratic, time saving, ability to make new contacts and friendships worldwide, ability to share news and knowledge instantly, creation of interest groups, promotion of self or business, income generation, 'green' aspects, capacity for problem solving.

**Cons:** time-consuming, addictive, open to abuse, potential for identity theft, potential to break the law.

## **National Unit specification: support notes (cont)**

**Unit title:** Social Networking (SCQF level 5)

### **Outcome 2**

Candidates should work to a given brief so as to demonstrate their ability by accurately managing, creating, editing and uploading original content to whatever variety of social media sites they choose to create.

### **Outcome 3**

Candidates should combine the knowledge and skills gained in completing Outcomes 1 and 2 to accurately complete the finished social media space, applying correct spelling and grammar parameters which may involve spell-checking; use of online dictionaries as well as considering feedback from peers and tutors.

A suitable instrument of assessment for this Unit would be an integrated holistic assessment where Outcomes 2 and 3 run together in a structured, practical exercise that allows candidates to respond to a brief by demonstration of creative and imaginative development of a theme or topic. The given brief should support and encourage skills development and creativity. Formative assessment should be on-going and could be through one-to-one teacher/tutor/candidate critique, self-assessment or through supervised peer group evaluation.

The finished product should be presented in the form of an online presentation where candidates login 'live' displaying and demonstrating the finished social network site. All completed feedback forms should be provided as evidence as well as screen captures from before and after feedback, showing where changes have been made. These could be accessed as evidence and stored digitally or as hard copies.

## **Opportunities for the use of e-assessment**

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

## **National Unit specification: support notes (cont)**

**Unit title:** Social Networking (SCQF level 5)

### **Opportunities for developing Core Skills**

In this Unit candidates will:

- ◆ research social media
- ◆ create and edit content
- ◆ upload text and images
- ◆ review the effectiveness of their content
- ◆ work with peers to review their sites

As they are doing this Unit candidates may develop aspects of the Core Skills in *Communication, Information and Communication Technology (ICT), Problem Solving* and *Working with Others*.

This Unit has the Critical Thinking component of Problem Solving and Processing Information component of ICT embedded in it. This means that when candidates achieve the Unit, their Core Skills profile will also be updated to show they have achieved Critical Thinking at SCQF level 5 and Processing Information at SCQF level 5.

### **Disabled candidates and/or those with additional support needs**

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website [www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements)



## History of changes to Unit

Version	Description of change	Date
02	Core Skills Components Critical Thinking and Processing Information at SCQF level 5 embedded.	09/10/2012

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