

Unit Title: Social Media
Unit Level: Level 1
Unit Credit Value: 3
GLH: 27
LASER Unit Code: WJC393
Ofqual Unit Code: F/506/1075

This unit has 5 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Know the major social media channels.	1.1	State the major social media channels.
		1.2	Identify reasons for using each of the major social media channels for personal use.
		1.3	State the main differences between the major social media channels.
2.	Know the specialist social media channels.	2.1	State the specialist social media channels.
		2.2	Identify reasons for using each of the specialist social media channels for personal use.
		2.3	State the main differences between the specialist social media channels.
3.	Know how an individual uses social media.	3.1	Identify why an individual uses social media.
		3.2	State the advantages of an individual building an online community.
		3.3	State the benefits of an individual using social media for engagement.
4.	Know how a business uses social media.	4.1	Identify why a business uses social media.
		4.2	State the advantages of a business building an online community.
		4.3	Identify why a business should be aware when they are mentioned in social media.
		4.4	State the benefits of a business using social media for engagement.
		4.5	Identify ways of monitoring social media engagement.
5.	Know the risks associated with using social media.	5.1	Identify risks associated with using social media for personal use.
		5.2	Identify risks associated with using social media for business.
		5.3	State why a business should have a social media policy.

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Assessment Guidance:

NA

Additional Information:

NA
