

Unit Title: Exploring Social Media
Unit Level: Entry 3
Unit Credit Value: 2
GLH: 20
LASER Unit Code: WJG562
Ofqual Unit Code: M/617/3820

This unit has 3 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Understand the opportunities and threats associated with social media.	1.1	State the positive aspects of social media.
		1.2	State the negative aspects of social media.
		1.3	Identify the risks associated with using social media.
		1.4	State how to reduce the risks associated with using social media.
		1.5	List ways of protecting and safeguarding user privacy on social media.
		1.6	Outline the difference between private and public communication on social media.
2.	Understand the applications of social media.	2.1	Outline how various social media sites may be used by groups and individuals.
3.	Be able to use social media to read and post content.	3.1	Access one of each of the following social media platforms: a) Social network b) A blog d) Video sharing.
		3.2	Post appropriate content on each of the following: a) Social network b) A blog d) Video sharing.

Assessment Guidance:

LO 3 May be undertaken in a controlled or simulated environment.

Additional Information:

NA