

Unit Title: Business Innovation And Growth
 Through Social Media
Unit Level: Level 3
Unit Credit Value: 6
GLH: 40
LASER Unit Code: WJE860
Ofqual Unit Code: M/507/1553

This unit has 5 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Understand how the use of social media contributes to business innovation and growth.	1.1	Explain the role of social media in business innovation and growth.
		1.2	Explain how social media can help to build a businesses' brand and presence in the marketplace.
2.	Understand the social media channels that can be used to support business innovation and growth.	2.1	Identify the social media channels available for use by an organisation.
		2.2	Summarise the benefits and shortfalls of each of the social media channels identified specific to business use.
		2.3	Explain how an organisation would select the most appropriate social media channel/s to use for a group of customers/particular market.
3.	Understand the impact of social media on business reputation.	3.1	Describe the risks of using social media to the brand and public perception of a business.
		3.2	Describe an example of how social media has been used ineffectively and damaged the brand and/or reputation of a business.
		3.3	Explain why it is important for a business to have a social media policy.
		3.4	Explain the importance of a business having a reputation management policy.
4.	Understand how to measure the success of using social media in business.	4.1	Explain the importance of measuring the outcomes of using different social media channels in a business.
		4.2	Describe the methods a business can use to measure the success of the use of different social media channels.
5.	Be able to plan for improvements in relation to the use of social media within business.	5.1	Analyse the use of social media channels within a business to include: <ol style="list-style-type: none"> how effective it is/impact on the business feedback from others skills and personnel involved how it could be improved.

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Assessment Guidance:

NA

Additional Information:

NA
