

## Unit Title: **Principles of Social Media within a Business**



Unit Credit Value:	<b>6</b>
Unit Level:	<b>Three</b>
Unit Guided Learning Hours:	<b>42</b>
Ofqual Unit Reference Number:	<b>R/503/9324</b>
Unit Review Date:	<b>31/12/2017</b>
Unit Sector:	<b>15.3 Business Management</b>

### **Unit Summary**

The purpose of this unit is to enable learners to understand how social media fits into the objectives and marketing of a business. They will learn how to select social media tools and channels for a business and how to measure the success of using these social media tools and channels.

It is also essential that learners understand how social media policy and guidelines can impact a business and be able to monitor how a business is using Social Media.

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### **Unit Information**

It is expected that before the unit is delivered, the tutor will have read the Qualification Specification to ensure all conditions regarding Rules of Combination, delivery, assessment and internal quality assurance are fulfilled. Additional guidance is available below as Assessment Guidance for Learning Outcomes and Assessment Criteria in **bold**.

This unit has 5 learning outcomes

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
<p>1. Understand how Social Media fits into the objectives and marketing of a business</p>	<p>1.1. Describe a business and its type, vision, aims, objectives and goals</p> <p>1.2. Identify the brand and values of a business and how these are portrayed to the audience of a business</p> <p>1.3. Describe the marketing tools available to a business</p> <p>1.4. Explain the consequences of using Social Media on the budget of different sizes and types of business</p> <p>1.5. Explain the benefits and consequences of encouraging amplification</p> <p>1.6. Explain the benefits and consequences of encouraging engagement</p> <p>1.7. Explain the factors to consider when identifying a Social Media plan for a business</p> <p>1.8. Explain how Social Media could fit into the marketing plan of a business</p>
<p>2. Understand how to select Social Media tools and channels for a business</p>	<p>2.1. Describe the different tools and channels that can be used for Social Media</p> <p>2.2. Describe the features and benefits of the different tools and channels that can be used for Social Media</p> <p>2.3. Identify the potential type of audience for each different tool and channel that can be used for Social Media</p> <p>2.4. Explain the factors to consider when selecting different tools and channels for Social Media</p> <p>2.5. Evaluate different tools and channels for Social Media for business use</p>

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

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**Delivery Requirements**

Appropriate physical resources will be required in order to deliver and assess this unit.