

Qualification Unit

This unit forms part of a regulated qualification.

Unit Title: Understanding the Uses of Social Media for Business

Unit Reference Number: H/506/3465

Level: Two (2)

Credit Value: Two (2)

Minimum Guided Learning Hours: 16

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand what is involved in social media	1.1 Demonstrate the use of blogs, microblogs, social networks and file sharing for promoting and running his/her business
	1.2 Identify appropriate sites and software for networking and file sharing activities for his/her business
2. Understand the importance of security and trust when using social media for business	2.1 Choose secure passwords for social media accounts
	2.2 Set appropriate privacy levels for social media accounts
	2.3 Demonstrate how to recognise and avoid common online scams
	2.4 Set up an online profile that promotes trust
3. Know the usefulness of social media as a business tool	3.1 Identify how s/he could use social media to conduct market research for his/her business
	3.2 Identify how she/he could use social media to advertise products and services