

Open Awards Qualification Unit



This unit forms part of a regulated qualification.

1 Unit Details

Unit Title:	Social Media for Business Use
Unit Reference Number:	R/505/0887
Level:	Level 1
Credit Value:	3
Minimum GLH:	27

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Know how to use social media to engage with an audience	1.1 Describe how to use different types of social media tools to engage with a business audience
	1.2 Describe how a business uses different types of social media tools to engage with their audience
2. Be able to set up and maintain social media for business use	2.1 Set up business social media profiles
	2.2 Customise business social media profiles
	2.3 Engage in social media conversation including responding to contacts
3. Be able to create and maintain content to publish for business use	3.1 Identify themes and keywords around which content will be focused
	3.2 Create content to be published on social media for an identified audience
	3.3 Edit and optimise content ready for publishing
	3.4 Publish content to agreed platforms
4. Be able to grow the use of social media for business use	4.1 Identify who to follow on social media based on identified themes and keywords
	4.2 Follow identified people on social media
	4.3 Engage with followers on social media

4.4 Monitor and promote published content via other social media channels