

Open Awards Qualification Unit



This unit forms part of a regulated qualification.

1 Unit Details

Unit Title:	Communicating and Collaborating Online
Unit Reference Number:	J/618/2491
Level:	3
Credit Value:	3
Minimum GLH:	22

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Communicate socially and professionally with technology	1.1 Identify the appropriate method of online communication
	1.2 Demonstrate an appropriate style, tone and language when communicating with others
	1.3 Demonstrate respect, privacy and reputation of others when communicating online
	1.4 Demonstrate how to protect own digital reputation and identity when communicating online
	1.5 Identify the types of cyberbullying and what to do if it occurs
	1.6 Demonstrate how to protect organisational reputation when communicating online
2. Communicate effectively in a business context using email	2.1 Identify the most appropriate methods of communication in a business setting
	2.2 Demonstrate how to use emails to compose, send, receive and respond to messages
	2.3 Demonstrate an appropriate style, tone and language when communicating by email with internal and external contacts
3. Communicate and collaborate using online meeting technology	3.1 Identify the range of online meeting tools available
	3.2 Compare the benefits and disadvantages of using online meeting technology

	3.3	Discuss the processes and documentation involved in planning, participating and reviewing meetings
	3.4	Prepare, schedule and collaborate/participate in online meetings
	3.5	Compare and contrast the difference between an online meeting and a webinar
4. Communicate and collaborate using digital networks to grow your own professional networks	4.1	Outline the range of current digital and social network tools available
	4.2	Research the reasons why businesses would use digital and social networks
	4.3	Discuss the benefits and disadvantages of businesses using digital and social networks
	4.4	Participate in online networking to reach/engage with new/existing customers
	4.5	Reflect on the impact of own online networking to reach/engage with new/existing customers
5. Demonstrate the use of blogging to engage with clients/audiences to keep them informed	5.1	Outline the business benefits of using blogging
	5.2	Outline the safety and reputational issues associated with blogging
	5.3	Discuss the link between blogging, social media and websites
	5.4	Create and manage a blog post
	5.5	Reflect on the impact of the blog has made in terms of reach/engagement

Learning Outcome 1 - Indicative Content

This outcome is about ensuring that learners understand the variety of Apps and software available to communicate with others and when to each type is appropriate. Personal contact includes friends, family, individuals or organisations communicated with as an individual rather than as an employee in a workplace setting. The learner should understand the benefits and disadvantages of each type of communication and when to use them. They should demonstrate understanding of a variety of communication tools, including: email, instant messaging, online feedback sites, video messaging.

Not only should the learner understand the most appropriate tool to use they should also understand the reach of the types of communication tools and how this impacts on their digital footprint, online identity, reputation and importantly their employment prospects and career options.

This outcome links to unit 1 on staying safe online but very much focuses staying safe and behaving appropriately when communicating with others.

Online bullying is prevalent, a recent survey by bullying.co.uk indicates that 56% of young people have been victims of cyberbullying and 42% feel unsafe online. Therefore, this outcome must address the issue of cyberbullying and respecting other people online. Learners should understand the types of cyberbullying, how to avoid becoming a cyberbully, how to respond to cyberbullying and how to report it. They should also be aware of relevant legislation (1997 Harassment Act) and the role of CEOP in the protection of children.

Learning Outcome 2 - Indicative Content

Many young people are fluent at using social media such as Instagram, facebook, twitter, WhatsApp but have never encountered the more traditional forms of online communication.

This outcome focuses on business communication and the learners should not only understand the benefits

and disadvantages of using email as well when it is appropriate to use it, but also the importance of personal style and behaviour and how it impacts on customer perception. A key aspect of this outcome must be understanding business conventions when communicating internally and externally. Layout, tone, language, spelling and grammar are important and should be considered when assessment is made.

In addition to understanding business conventions learners should understand their role in delivering a quality customer service experience for the organisations' customers, suppliers and stakeholders.

Learning Outcome 3 - Indicative Content

In the global economy using online meeting technology is becoming ever more important and prevalent in the workplace. Learners should understand the range of free and paid for online meeting technology available for both personal and business use, these include: Face Time, Skype for Business, WebEx, GotoMeeting among others. Not only should they understand what is available and the costs of using the software, they should also understand the economic, social and environmental benefits of using meeting technology.

However, using the technology is only the vehicle by which meetings are held and there are sets of protocols for formal and informal meetings which need learners need to have a broad understanding of. Therefore, this outcome should touch on the meeting documentation, agenda and minutes of meetings as well as the protocols for chairing, contributing and taking minutes. Learners should not be expected to take minutes but should appreciate that they are a summary of the meeting.

The use of meeting and webinar technology will increase in popularity over the next five to ten years as learning becomes independent and remote and therefore the learners should understand the difference between the functions of meeting and webinar technology. Learners are not required to take part in a webinar as this is cross referenced in Unit 5 Digital Career Development.

Learning Outcome 4 - Indicative Content

Learners should be able to use social media and the internet for research and therefore the outcome requires them to begin to use this skill by searching for the reasons why a business would engage in using digital/social networks to promote their products, deliver customer service, build their brand and reputation, connect with their customers.

It is important that learners understand the range of public and private digital networks available to business and therefore they should be able to cite a range of tools including: Facebook, Twitter, Instagram, Yammer etc., and be able to describe the target audience and whether the network is a public or a private network. Having completed or worked towards the Unit 1, Learners could be able to apply their knowledge from Keeping Yourself and Your Organisation Safe to this unit and describe security and reputational issues in the benefits and disadvantages of using social/digital networks.

Learners should also demonstrate their engagement with online networking, maintaining confidentiality and privacy. They should also reflect on the impact of the interaction taking into account the engagement/reach and how this might grow or engage the customer base of a business.

Learning Outcome 5 - Indicative Content

Learners should be able to use blogs as a tool to research, communicate and collaborate with others in the context of their employment as well as their social life. They should understand how and why businesses use blogging to drive traffic to their websites and the part SEO plays in this. They should also understand how blogs can be used to build a personal as well as business brand. They should also understand the drawback of blogging and if it goes wrong the reputational damage it can do to them and to their employers. Through the outcomes in this unit, organisational protocols should also be discussed and the digital footprint it creates for the employer and the individual.

Use of appropriate language, style and tone is again important in this outcome and in particular learners should also consider presentation and structure of the blog(s) to ensure they are professional and present the business or individual in a positive way.

It is important that learners understand the blogging sites available and therefore they should be able to cite a range of tools including: Tumblr, Work Press etc. Having completed or worked towards the Unit 1, Learners should be able to apply their knowledge from Keeping Yourself and Your Organisation Safe to this unit and describe security and reputational issues in the benefits and disadvantages of using social/digital networks.

Learners should be able to create and manage a blog ensuring it is current (ie responded to or share with others). They should also reflect on the use of blogging by considering the responses, shares and engagement with customers/sector.