

Unit 246

Know how to publish, integrate and share using social media

UAN:	R/505/3515
Level:	2
Credit value:	5
GLH:	40
Assessment requirements specified by a sector or regulatory body:	All Assessment Criteria must be met and assessed in line with Skills CFA Assessment Strategy.

Learning outcome
The learner will: 1. Know the current social networks used to publish, integrate and share online.
Assessment criteria
The learner can: 1.1 identify the main social media networks in current use 1.2 describe the main features of each social media network identified 1.3 describe why they would use each of the social media networks identified 1.4 explain the purpose of a ' social aggregator ' tool 1.5 describe how blogs give individuals a voice on the Web 1.6 explain how professionals make connections using social media networks.

Range

Social media networks:

eg

- Facebook
- Twitter
- Google+
- Pinterest
- YouTube
- LinkedIn

Main features:

eg

Facebook

- like feature
 - posts
 - pictures
 - companies
- timeline
- share content
- find/add friends
- notifications
- private messages

Google+

- share content
- circles
- +1 post
- communities

Pinterest

- boards
- share pins
- media platform
- follow me
- pin it

YouTube

- share videos
- video channels
- videos can be shared on other social media channels
- like, comment

Reasons for using social media networks:

Social

- sharing information
- sharing media
- social interaction
- creating events
- hangouts
- real time engagement

Business

- video conferencing
- sharing information
- sharing media
- creating events
- business networking
- advertising

Social aggregator tool:

- Rebel Mouse
- Postano
- Tweetech
- Hootsuite

Voice on the Web:

- interacting with likeminded people
- raising awareness of issues
- sharing media
- promoting products
- social and business networking

Connections:

- invitations to join groups
- invitations to follow
- following
- sharing professional articles
- sharing content

Learning outcome

The learner will:

2. Understand how social media is used by individuals, organisations/businesses, governments and social groups.

Assessment criteria

The learner can:

2.1 describe why

- a. individuals
- b. organisations/businesses
- c. governments
- d. social groups

use social media networking sites

2.2 explain the advantages and **typical components** of a social media user profile

2.3 identify the benefits of using social media networking for:

- a. individuals
- b. organisations/businesses
- c. governments
- d. social groups

- 2.4 identify the **risks** of using social media networking for:
- individuals
 - organisations/businesses
 - governments
 - social groups
- 2.5 describe how social media networks **monitor engagement** with their websites
- 2.6 describe the **advantages** of podcasting
- 2.7 explain why organisations have social media policies.

Range

Typical components:

- biography
- appropriate photos
- engaging
- representation of personality
- links to relevant interests/people

Risks:

- trolling
- grooming
- cyber bullying
- fraud
- terrorism
- inadvertent disclosure of sensitive information

Monitor engagement:

- bandwidth monitoring
- chat room moderation
- server statistical analysis
- user tracking (eg statistical analysis within Facebook)

Advantages:

- easy to consume
- portable
- make information personal
- on-demand technology
- data collection and analysis

Learning outcome

The learner will:

3. Understand best practices for safe social networking.

Assessment criteria

The learner can:

- 3.1 describe appropriate precautions to ensure their own safety and privacy
- 3.2 describe how to protect personal information when engaging with social media websites
- 3.3 identify legal constraints on the uploading and downloading of software and **other digital content**.

Range

Assessment criteria 3.1 and 3.2 need to be covered together.

Other digital content:

- photographs
- images
- music
- films/videos

Learning outcome

The learner will:

4. Be able to use browser software to communicate information online.

Assessment criteria

The learner can:

- 4.1 select and use appropriate **tools and techniques** to communicate information online
- 4.2 use **browser** tools to **share** information sources with others
- 4.3 **submit** information online
- 4.4 identify opportunities to create, post or publish material to **social media websites**.

Range**Tools and techniques:**

- email
- social media eg
 - Facebook
 - Twitter
 - Google +
 - Pinterest
- video conferencing
- instant messaging services

<p>Browsers:</p> <ul style="list-style-type: none"> • Google chrome • Internet Explorer • Safari • Firefox <p>Sharing:</p> <ul style="list-style-type: none"> • sharing extensions • social media links • email links <p>Submit:</p> <ul style="list-style-type: none"> • Status updates • Tweets • Photo sharing <p>Social media websites:</p> <ul style="list-style-type: none"> • Facebook • Twitter • Google+ • Pinterest

Learning outcome
The learner will: 5. Understand the need for safety and security practices.
Assessment criteria
The learner can: 5.1 describe the danger of computer viruses and how to minimise risks 5.2 describe how to minimise threats to information security when online 5.3 describe how to minimise the threats to user safety when online 5.4 describe where to access online help and information when using social media networks.

Range**Danger of computer viruses:**

- bad websites
- email attachments
- removable storage
- downloading files

Threats to information security:

- phishing
- pharming
- hacking
- malware

Threats to user safety:

- grooming
- stalking
- cyber bullying