

Unit 346

Principles of social media within a business

UAN:	R/503/9324
Level:	3
Credit value:	6
GLH:	42

Learning outcome
The learner will: 1. understand how Social Media fits into the objectives and marketing of a business
Assessment criteria
The learner can: 1.1 describe a business and its type, vision, aims, objectives and goals 1.2 identify the brand and values of a business and how these are portrayed to the audience of a business 1.3 describe the marketing tools available to a business 1.4 explain the consequences of using Social Media on the budget of different sizes and types of business 1.5 explain the benefits and consequences of encouraging amplification 1.6 explain the benefits and consequences of encouraging engagement 1.7 explain the factors to consider when identifying a Social Media plan for a business 1.8 explain how Social Media could fit into the marketing plan of a business.

Learning outcome
The learner will: 2. understand how to select Social Media tools and channels for a business
Assessment criteria
The learner can: 2.1 describe the different tools and channels that can be used for Social Media 2.2 describe the features and benefits of the different tools and channels that can be used for Social Media 2.3 identify the potential type of audience for each different tool and channel that can be used for Social Media

- 2.4 explain the factors to consider when selecting different tools and channels for Social Media
- 2.5 evaluate different tools and channels for Social Media for business use.

Learning outcome
The learner will:
3. understand how to measure the success of using social media tools and channels
Assessment criteria
The learner can:
3.1 explain the importance of measuring the outcomes of using different Social Media tools and channels
3.2 explain why SMARTER targets should be set for different Social Media tools and channels
3.3 describe the methods a business can use to measure and identify success of different Social Media tools and channels
3.4 describe what success could look like when using different Social Media tools and channels for different types and sizes of business.

Learning outcome
The learner will:
4. understand how social media policy and guidelines can impact a business
Assessment criteria
The learner can:
4.1 describe the components of a business's social media policy and guidelines
4.2 explain the importance of having a social media policy and guidelines
4.3 explain the importance of having a reputation management policy
4.4 describe the benefits of managing perception changes in a business's reputation
4.5 describe how to manage perception changes in a business's reputation.

Learning outcome
The learner will:
5. be able to monitor how a business is using Social Media
Assessment criteria
The learner can:
5.1 explain the importance of knowing how similar businesses or industries are using Social Media
5.2 explain how to monitor the ways similar businesses or industries are using Social Media
5.3 monitor how a business is using Social Media
5.4 identify improvements to a business's use of Social Media.