

Unit Title: Principles of Social Media within a Business

OCR unit number: 77
 Level: 3
 Credit value: 6
 Guided learning hours: 42
 Unit reference number: R/503/9324

Unit aim and purpose

This unit aims to develop the knowledge and skills required to use and monitor Social Media tools for a business within organisational guidelines.

Learning Outcomes	Assessment Criteria
The Learner will: 1 Understand how Social Media fits into the objectives and marketing of a business	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
2 Understand how to select Social Media tools and channels for a business	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
3 Understand how to measure the success of using social media tools	3.1 Explain the importance of measuring the outcomes of using different Social Media

Learning Outcomes	Assessment Criteria
and channels	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
4 Understand how social media policy and guidelines can impact a business	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
5 Be able to monitor how a business is using Social Media	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

Assessment

This unit is internally assessed by centre staff and externally verified by OCR Assessors.

Guidance on assessment

Skills CFA Assessment Strategy Competence units (S/NVQ)

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850) on the OCR website www.ocr.org.uk .