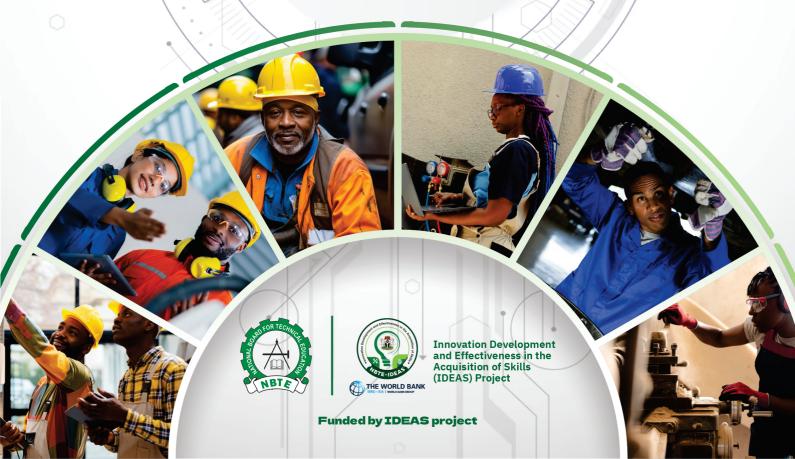FEDERAL MINISTRY OF EDUCATION

National Skills Qualifications

FOR

SOCIAL MEDIA CONTENTS CREATION AND MANAGEMENT

LEVEL 1, 2 & 3

February, 2025

NATIONAL BOARD FOR TECHNICAL EDUCATION

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Innovation Development and Effectiveness in the Acquisition of Skills (IDEAS) Project

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National Board for Technical Education

Plot B, Bida Road, P.M.B. 2239, Kaduna, Nigeria

NATIONAL SKILLS QUALIFICATION

SOCIAL MEDIA CONTENTS CREATION AND MANAGEMENT

LEVEL 1-3

FEBRUARY, 2025

Contents

NATIONAL SKILLS QUALIFICATION

SOCIAL MEDIA CONTENTS CREATION AND MANAGEMENT

LEVEL 1

FEBRUARY, 2025

NATIONAL SKILLS QUALIFICATION
NSQ LEVEL 1- Social Media Contents Creation and Management
GENERAL INFORMATION

QUALIFICATION PURPOSE
This qualification is designed to equip learners with the basic knowledge and practical skills needed to create and optimize social media content across various platforms.

QUALIFICATION OBJECTIVES

The learner should be able to: -

I.	Identify different Social Media Platforms
II.	Apply Basic Content Creation Techniques
III.	Build-up Audience Engagement
IV.	Maintain Social Media Ethics and Best Practices
V.	Demonstrate Basic Scheduling and Posting

Mandatory Units

Unit No	Reference Number	NSQ Title	Credit Value	Guided Learning Hours	Remark
Unit 001	ICT/SMC/001/L1	Occupational Health and Safety	2	20	Mandatory
Unit 002	ICT/SMC/002/L1	Teamwork	2	20	Mandatory
Unit 003	ICT/SMC/003/L1	Communication	2	20	Mandatory
Unit 004	ICT/SMC/004/L1	Access to social media platforms	2	20	Mandatory
Unit 005	ICT/SMC/005/L1	Contents creation techniques	3	30	Mandatory
Unit 006	ICT/SMC/006/L1	Audience engagements	2	20	Mandatory
Unit 007	ICT/SMC/007/L1	Social Media Ethics and Best Practices	3	30	Mandatory
Unit 008	ICT/SMC/008/L1	Basic scheduling and posting	3	30	Mandatory
TOTAL			19	190	

NATIONAL SKILLS QUALIFICATION
LEVEL 1: Social Media Contents Creation and Management

Unit 001: Occupational Health and Safety
Unit Reference Number: ICT/SMC/001/L1
NSQ Level: 1
Credit Value: 2
Guided Learning Hours: 20

Unit Purpose:
This unit aims at providing learners with essential knowledge and skills to maintain a safe working environment.

Unit Assessment/Evidence Requirements:
Assessment must be carried out in real workplace environment in which learning, health and safety protocols are being displayed by the trainee. Simulation is allowed in this unit and level.

Assessment methods to be used include:
1.   Direct Observation (DO)
2.   Question and Answer (QA)
3.   Witness Testimony (WT)
4.   Personal statement (PS) or Reflective Practice (RP)
5.   Assignment (ASS)

Unit 001: Occupational Health and Safety

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type				Evidence Ref. Page No.			
LO 1 **Know Health and Safety Regulations and Requirements**	1.1	Explain what health and safety regulations are, and why they are important in the workplace.								
	1.2	Identify the basic health and safety rules that must be followed in different work environments.								
	1.3	Follow health and safety guidelines to prevent accidents and ensure a safe working environment.								
LO 2 **Identify and Mitigate Workplace Hazards**	2.1	Recognize common hazards in the workplace, including: • Physical • Chemical • Ergonomic Risks.								
	2.2	Explain the importance of hazard prevention and safety measures.								
	2.3	Identify how to take appropriate actions to reduce risks and maintain a safe working environment.								
LO 3 **Know Safe Working Practices and Emergency Procedures**	3.1	Describe the importance of following safety guidelines to prevent accidents and injuries.								
	3.2	Describe the correct steps to take in case of emergencies such as: • Fire • Medical Incidents • Equipment Failures.								
	3.3	Demonstrate how to follow workplace safety rules and respond effectively to emergency situations.								
Learner's Signature			Date							
Assessor's Signature			Date							
IQA's Signature			Date							
EQA's Signature			Date							

Unit 002: Teamwork

Unit Reference Number: ICT/SMC/002/L1
NSQ Level: 1
Credit Value: 2
Guided Learning Hours: 20

Unit Purpose:
This unit aims to equip learners with the knowledge and skills necessary to work effectively as part of a team in managing Social Media.

Unit assessment requirements/ evidence requirements:
Assessment must be carried out in real workplace environment in which learning and human development is carried out.
Assessment methods to be used include:

1. Direct Observation/oral questions (DO)

2. Question and Answer (QA)

3. Witness Testimony (WT)

4. Assignment (ASS), etc.

Unit 002: Teamwork

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. Page No.				
LO 1 Know the Principles of Effective Teamwork	1.1	Identify the features of a successful team and the roles each member plays in social media management										
	1.2	Explain the importance of clear communication, active listening, and mutual respect in a team setting.										
	1.3	Describe different team dynamics, including collaboration, decision-making and accountability in social media management										
LO 2 Demonstrate Problem-Solving and Conflict Resolution Skills in Team Settings	2.1	Participate in team discussions to analyze social media management										
	2.2	Address conflicts that may arise within the team in a professional manner, using mediation and negotiation techniques to reach a resolution.										
	2.3	Evaluate the effectiveness of team problem-solving strategies and suggest improvements to enhance team performance in future projects.										
LO 3 Exhibit Leadership and Support Team Development	3.1	Organize team tasks and delegate responsibilities according to team member's strengths and skills.										
	3.2	Provide constructive feedback and support to team members, encouraging continuous improvement and skills development.										
	3.3	Foster a positive team environment by promoting inclusivity, recognizing individual contributions and motivating the team to achieve set goals.										
Learner's Signature			Date									
Assessor's Signature			Date									
IQA's Signature			Date									
EQA's Signature			Date									

NATIONAL SKILLS QUALIFICATION
LEVEL 1: Social Media Contents Creation and Management

Unit 003: Communication

Unit Reference Number: ICT/SMC/003/L1
NSQ Level: 4
Credit Value: 2
Guided Learning Hours: 20

Unit Purpose:
This unit equips learners with the communication skills necessary to interact effectively with colleagues, clients, and stakeholders in a professional network support environment, focusing on both verbal and written communication; active listening and the use of communication tools.

Unit assessment requirements/ evidence requirements:
Assessment must be carried out in real workplace environment in which learning and human development is carried out.
Assessment methods to be used include:

1. Direct Observation/oral questions (DO)
2. Question and Answer (QA)
3. Witness Testimony (WT)
4. Assignment (ASS), etc.

Unit 003: Communication

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. Page No.				
LO 1 **Know the Importance of Effective Communication in Workplace**	1.1	Explain the impact of clear and concise communication on team performance, project success and client satisfaction.										
	1.2	Identify barriers to effective communication in a technical workplace, and strategies to overcome them.										
	1.3	Describe how cultural differences, language and technical jargons can affect communication in a diverse workplace.										
LO 2 **Demonstrate Effective Verbal and Non-Verbal Communication Skills**	2.1	Demonstrate verbally with appropriate tone, clarity and technical language when communicating with different stakeholders (e.g., team members, clients, management).										
	2.2	Demonstrate active listening by accurately interpreting and responding to verbal and non-verbal cues during discussions and meetings.										
	2.3	Apply non-verbal communication techniques, such as body language, facial expressions and eye contact, to enhance message delivery and understanding.										
LO 3 **Recognize Digital Tools for Professional Communication**	3.1	Use appropriate digital communication tools (e.g., email, instant messaging, project management platforms) to exchange information effectively within a network support team.										
	3.2	Compose clear and professional emails, reports, and other written correspondences to ensure effective communication with stakeholders.										
	3.3	Ensure confidentiality and security of sensitive information when communicating through digital platforms, adhering to organizational policies and regulations.										

Learner's Signature	Date
Assessor's Signature	Date
IQA's Signature	Date
EQA's Signature	Date

NATIONAL SKILLS QUALIFICATION
LEVEL 1: Social Media Contents Creation and Management

Unit 004: Social Media Platforms

Unit Reference Number: ICT/SMC/004/L1
NOS Level: 1
Credit Value: 2
Guided Learning Hours: 20

Unit Purpose:
This unit aims to provide learners with essential knowledge and basics to identify different social media platforms, including Facebook, Instagram, Twitter, WhatsApp, TikTok, and YouTube.

Unit assessment requirements/ evidence requirements:
Assessment must be carried out in real workplace environment in which learning and human development is carried out.
Assessment methods to be used include:
1. Direct Observation/oral questions (DO)
2. Question and Answer (QA)
3. Witness Testimony (WT)
4. Assignment (ASS), etc.

Unit 004: Social Media Platforms

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type						Evidence Ref. Page No.				
LO 1 **Know major Social Media Platforms**	1.1	Identify major social media platforms • Facebook • Instagram • Twitter • WhatsApp • TikTok • YouTube											
	1.2	Describe the key features of each platform											
	1.3	Differentiate between major social media platforms											
	1.4	Describe the key functions of each platform											
	1.5	Create and Access major Social Media Profiles											
LO 2 **Comprehend the Differences Between Personal and Business Accounts**	2.1	Explain the key differences between personal and business accounts and their intended use.											
	2.2	Identify the unique tools and functions available in business accounts, such as: • Analytics • Advertising • Monetization.											
	2.3	Discuss when to use a personal account or a business account based on different needs and goals.											
LO 3 **Explain Target Audiences for Different Platforms**	3.1	Classify the key demographics											
	3.2	Categorise platform-specific features and how it influence audience engagement											
	3.3	Identify the most suitable platform for targeting specific user groups											

Learner's Signature	Date
Assessor's Signature	Date
IQA's Signature	Date
EQA's Signature	Date

NATIONAL SKILLS QUALIFICATION
LEVEL 1: Social Media Contents Creation and Management

Unit 005:   Basic Content Creation Techniques

Unit Reference Number: ICT/SMC/05/L1
NOS Level: 1
Credit Value: 3
Guided Learning Hours: 30

Unit Purpose:
This unit aims to provide learners with fundamental techniques and knowledge to create social media contents effectively.

Unit assessment requirements/ evidence requirements:
Assessment must be carried out in real workplace environment in which learning and human development is carried out.
Assessment methods to be used include:

1. Direct Observation/oral questions (DO)

2. Question and Answer (QA)

3. Witness Testimony (WT)

4. Assignment (ASS), etc.

Unit 005: Content Creation Techniques

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. Page No.			
LO 1 Demonstrate techniques of content creation	1.1	Describe the steps to create a text									
	1.2	Display the steps to post an image									
	1.3	Identify basic tools used for content creation.									
	1.4	Demonstrate the steps to create a video content.									
	1.5	Describe how to adjust content for different platforms.									
LO 2 Understand text-based posts	2.1	Describe the role of hashtags in text-based posts									
	2.2	Demonstrate how formatting affects the readability of a social media post									
	2.3	Describe the key elements of an engaging caption.									
LO 3 Perform camera settings, resolutions, and aspect ratios.	3.1	Identify the best camera settings for social media videos.									
	3.2	Compare Smartphone with professional camera resolution.									
	3.3	Demonstrate how to set the right aspect ratio for Instagram and YouTube.									
LO 4 Know Basic Storytelling Techniques for Content Creation	4.1	Explain simple storytelling ideas for content.									
	4.2	Explain why stories make content more interesting									
	4.3	Explain the need for a clear message in a content									
	4.4	Apply basic storytelling techniques									

Learner's Signature	Date	
Assessor's Signature	Date	
IQA's Signature	Date	
EQA's Signature	Date	

NATIONAL SKILLS QUALIFICATION
LEVEL 1: Social Media Contents Creation and Management

Unit 006: Audience Engagements

Unit Reference Number: ICT/SMC/06/L1
NOS Level: 1
Credit Value: 2
Guided Learning Hours: 20

Unit Purpose:
This unit aims to equip learners with the knowledge and skills to identify and differentiate various types of audienceengagements across different contexts.

Unit assessment requirements/ evidence requirements:
Assessment must be carried out in real workplace environment in which learning and human development is carried out.
Assessment methods to be used include:

1. Direct Observation/oral questions (DO)

2. Question and Answer (QA)

3. Witness Testimony (WT)

4. Assignment (ASS), etc.

Unit 006: Audience Engagements

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type				Evidence Ref. Page No.				
LO1 Understand the definition and importance of audience engagement.	1.1	Explain what engagement means in social media.									
	1.2	Explain why audience engagement is important for social media									
	1.3	Describe how engagement helps to grow an online audience.									
	1.4	Describe ways to encourage people to like, comment, and share posts									
	1.5	Identify ways to make posts more engaging for the audience									
LO 2 Know the strategies to encourage interaction in social media	2.1	Explain interaction strategies in social media									
	2.2	Explain the role of questioning in social media posts that creates interaction									
	2.3	Use interaction strategies to create engagements									
LO 3 Know the basics of replying to comments and messages.	3.1	Explain how to reply to comments and messages.									
	3.2	Explain why replying to comments is important.									
	3.3	Identify the best ways to reply to audience comments.									
	3.4	Explain the basics of building a community online									
Learner's Signature			Date								
Assessor's Signature			Date								
IQA's Signature			Date								

NATIONAL SKILLS QUALIFICATION
LEVEL 1: Social Media Contents Creation and Management

Unit 007: Social Media Ethics and Best Practices

Unit Reference Number: ICT/SMC/05/L1
NOS Level: 1
Credit Value: 3
Guided Learning Hours: 30

Unit Purpose:
This unit aims to help learner maintain the basic rules of, and best practices for using social media in a respectful and responsible way.

Unit assessment requirements/ evidence requirements:
Assessment must be carried out in real workplace environment in which learning and human development is carried out.
Assessment methods to be used include:

1. Direct Observation/oral questions (DO)
2. Question and Answer (QA)
3. Witness Testimony (WT)
4. Assignment (ASS), etc.

Unit 007: Social Media Ethics and Best Practices

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type				Evidence Ref. Page No.			
LO 1 Understand the basics of ethical content creation	1.1	Explain why it is important to create honest and fair content								
	1.2	Explain why giving credit for other people's work is important.								
	1.3	Identify good habits for creating ethical content.								
LO 2 Know what copyright and plagiarism mean in social media.	2.1	Explain the meaning of copyright and plagiarism.								
	2.2	Explain why copying someone's work without permission is wrong								
	2.3	Identify ways to create original content.								
LO 3 Understand simple rules about privacy and data protection.	3.1	Explain why keeping personal information safe is important.								
	3.2	Identify information that should not be shared on social media.								
	3.3	Explain simple ways to protect personal data online.								
LO 4 Know how to avoid sharing fake news and wrong information.	4.1	Explain why fake news is a problem on social media.								
	4.2	Explain how to check if information is true before sharing.								
	4.3	Describe signs of fake or misleading news.								
Learner's Signature				Date						
Assessor's Signature				Date						
IQA's Signature				Date						
EQA's Signature				Date						

NATIONAL SKILLS QUALIFICATION
Level 1: Social Media Contents Creation and Management

Unit 008: Basic Scheduling and Posting on Social Media

Unit Reference Number: ICT/SMC/06/L1
NOS Level: 1
Credit Value: 2
Guided Learning Hours: 20

Unit Purpose:
This unit aims to equip learners with the knowledge and skills to understand basic scheduling and posting on social media.

Unit assessment requirements/ evidence requirements:
Assessment must be carried out in real workplace environment in which learning and human development is carried out.
Assessment methods to be used include:
1. Direct Observation/oral questions (DO)
2. Question and Answer (QA)
3. Witness Testimony (WT)
4. Assignment (ASS), etc.

Unit 008: Basic Scheduling and Posting on Social Media

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type				Evidence Ref. Page No.				
LO 1 **Understand the Importance of Scheduling and Posting**	1.1	Explain the impact of scheduled posts by comparing engagement with spontaneous ones									
	1.2	Explain why scheduling posts helps with consistency.									
	1.3	Identify two tools used for scheduling posts									
LO 2 **Know how to Use Scheduling Tools to Plan and Automate Posts**	2.1	Demonstrate how to schedule a post using a scheduling tool									
	2.2	Demonstrate with a scheduling tool how to automate three posts for the upcoming week.									
	2.3	Explain the steps to edit a scheduled post before it goes live.									
LO 3 **Optimize Posting Strategies for Engagement**	3.1	Explain how to optimize posting schedule									
	3.2	Demonstrate with tools how to optimize a post on any social media platform									
	3.3	Identify the best posting time using insights									
Learner's Signature				Date							
Assessor's Signature				Date							
IQA's Signature				Date							
EQA's Signature				Date							

NATIONAL SKILLS QUALIFICATION

SOCIAL MEDIA CONTENTS CREATION AND MANAGEMENT

LEVEL 2

FEBRUARY, 2025

NATIONAL SKILLS QUALIFICATION
NQS LEVEL 2 – Social Media Strategy and Management

QUALIFICATION PURPOSE
This qualification helps learners develop the skills to plan, manage, and improve social media content for better engagement and brand growth.

QUALIFICATION OBJECTIVES
Learners will be able to:

    I.   Organize social media content.
   II.   Create a clear and consistent brand message.
 III.   Track and improve content using basic analytics.
 IV.   Carry out simple social media advertising techniques.
  V.   Handle online issues and protect brand reputation.

This qualification is for those who want to build stronger social media strategies and grow an online presence.

Mandatory Units

Unit No	Reference Number	NOS Title	Credit Value	Guided Learning Hours	Remark
Unit 001	ICT/SMC/001/L2	Occupational Health and Safety	2	20	Mandatory
Unit 002	ICT/SMC/002/L2	Teamwork	2	20	Mandatory
Unit 003	ICT/SMC/003/L2	Communication	2	20	Mandatory
Unit 004	ICT/SMC/004/L2	Content Strategy Development	3	30	Mandatory
Unit 005	ICT/SMC/005/L2	Brand Identity and Messaging	3	30	Mandatory
Unit 006	ICT/SMC/006/L2	Analytics and Performance Tracking	3	30	Mandatory
Unit 007	ICT/SMC/007/L2	Social Media Advertising Basics	3	30	Mandatory
Unit 008	ICT/SMC/08/L2	Handle online issues and protect brand reputation.	3	30	Mandatory
TOTAL			21	210	

NATIONAL SKILLS QUALIFICATION
LEVEL 2: Social Media Contents Creation and Management

Unit 001: Occupational Health and Safety

Unit Reference Number: ICT/SMC/001/L2
NSQ Level: 1
Credit Value: 2
Guided Learning Hours: 20

Unit Purpose:
This unit aims at providing learners with essential knowledge and skills to maintain a safe working environment.

Unit assessment requirements/ evidence requirements:
Assessment must be carried out in real workplace environment in which learning and human development is carried out.

Assessment methods to be used include:

1. Direct Observation/oral questions (DO)

2. Question and Answer (QA)

3. Witness Testimony (WT)

4. Assignment (ASS), etc.

Unit 001: Occupational Health and Safety

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. Page No.				
LO 1 **Know Health and Safety Regulations and Requirements**	1.1	Explain what health and safety regulations are and why they are important in the workplace.										
	1.2	Identify the basic health and safety rules that must be followed in different work environments.										
	1.3	Follow health and safety guidelines to prevent accidents, and ensure a safe working environment.										
LO 2 **Identify and Mitigate Workplace Hazards**	2.1	Recognize common hazards in the workplace, including physical, chemical, and ergonomic risks.										
	2.2	Explain the importance of hazard prevention and safety measures.										
	2.3	Identify how to take appropriate actions to reduce risks and maintain a safe working environment.										
LO 3 **Know how to Implement Safe Working Practices and Emergency Procedures**	3.1	Describe the importance of following safety guidelines to prevent accidents and injuries.										
	3.2	Describe the correct steps to take in case of emergencies such as fire, medical incidents, or equipment failures.										
	3.3	Demonstrate how to follow workplace safety rules and respond effectively to emergency situations.										
Learner's Signature			Date									
Assessor's Signature			Date									
IQA's Signature			Date									
EQA's Signature			Date									

NATIONAL SKILLS QUALIFICATION
LEVEL 2: CERTIFICATE IN Social Media Contents Creation and Management

Unit 002: Teamwork

Unit Reference Number: ICT/SMC/002/L2
NSQ Level: 1
Credit Value: 2
Guided Learning Hours: 20

Unit Purpose:
This unit aims to equip learners with the knowledge and skills necessary to work effectively as part of a team in managing Social Media.

Unit assessment requirements/ evidence requirements:
Assessment must be carried out in real workplace environment in which learning and human development is carried out.
Assessment methods to be used include:
1. Direct Observation/oral questions (DO)
2. Question and Answer (QA)
3. Witness Testimony (WT)
4. Assignment (ASS), etc.

UNIT 002: Teamwork

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. Page No.				
LO 1 **Know the Principles of Effective Teamwork**	1.1	Identify the characteristics of a successful team and the roles each member plays in social media management										
	1.2	Explain the importance of clear communication, active listening, and mutual respect in a team setting.										
	1.3	Describe different team dynamics, including collaboration, decision-making and accountability in social media management										
LO 2 **Demonstrate Problem-Solving and Conflict Resolution Skills in Team Settings**	2.1	Participate in team discussions on how to analyze social media management										
	2.2	Address conflicts that may arise within the team in a professional manner, using mediation and negotiation techniques to reach a resolution.										
	2.3	Evaluate the effectiveness of team problem-solving strategies and suggest improvements to enhance team performance in future projects.										
LO 3 **Exhibit Leadership and Support Team Development**	3.1	Organize team tasks and delegate responsibilities according to team members' strengths and skills.										
	3.2	Provide constructive feedback and support to team members, encouraging continuous improvement and skill development.										
	3.3	Foster a positive team environment by promoting inclusivity, recognizing individual contributions and motivating the team to achieve set goals.										

Learner's Signature	Date
Assessor's Signature	Date
IQA's Signature	Date
EQA's Signature	Date

NATIONAL SKILLS QUALIFICATION
LEVEL 2: Social Media Contents Creation and Management

Unit 003: Communication
Unit Reference Number: ICT/SMC/003/L2
NSQ Level: 4
Credit Value: 2
Guided Learning Hours: 20

Unit Purpose:
This unit equips learners with the communication skills necessary to interact effectively with colleagues, clients, and stakeholders in a professional network support environment, focusing on both verbal and written communication, active listening, and the use of communication tools.

Unit assessment requirements/ evidence requirements:
Assessment must be carried out in real workplace environment in which learning and human development is carried out.
Assessment methods to be used include:

1. Direct Observation/oral questions (DO)

2. Question and Answer (QA)

3. Witness Testimony (WT)

4. Assignment (ASS), etc.

Unit 003: Communication

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. Page No.				
LO 1 **Know the Importance of Effective Communication in Workplace**	1.1	Explain the impact of clear and concise communication on team performance, project success and client satisfaction.										
	1.2	Identify barriers to effective communication in a technical workplace and strategies to overcome them.										
	1.3	Describe how cultural differences, language and technical jargon can influence communication in a diverse workplace.										
LO 2 **Know Effective Verbal and Non-Verbal Communication Skills**	2.1	Demonstrate verbally with appropriate tone, clarity and technical language when communicating with different stakeholders (e.g., team members, clients, management).										
	2.2	Demonstrate active listening by accurately interpreting and responding to verbal and non-verbal cues during discussions and meetings.										
	2.3	Apply non-verbal communication techniques, such as body language and eye contact, to enhance message delivery and understanding.										
LO 3 **Recognize Digital Tools for Professional Communication**	3.1	Use appropriate digital communication tools (e.g., email, instant messaging, project management platforms) to exchange information effectively within a network support team.										
	3.2	Compose clear and professional emails, reports and other written correspondences to ensure effective communication with stakeholders.										
	3.3	Ensure confidentiality and security of sensitive information when communicating through digital platforms, adhering to organizational policies and regulations.										
Learner's Signature						Date						
Assessor's Signature						Date						
IQA's Signature						Date						
EQA's Signature						Date						

NATIONAL SKILLS QUALIFICATION
Level 2: Social Media Contents Creation and Management

Unit 004: Content Strategy Development
Unit Reference Number: ICT/SMC/006/L2
NOS Level: 2
Credit Value: 3
Guided Learning Hours: 30

Unit Purpose:
This unit aims to provide learners with the skills and knowledge to plan and organize social media content effectively.

Unit assessment requirements/ evidence requirements:
Assessment must be carried out in real workplace environment in which learning and human development is carried out.
Assessment methods to be used include:

1. Direct Observation/oral questions (DO)
2. Question and Answer (QA)
3. Witness Testimony (WT)
4. Assignment (ASS), etc.

Unit 004: Content Strategy Development

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. Page No.				
LO 1 **Know the importance of a content calendar.**	1.1	Explain a content calendar										
	1.2	Identify simple steps to create a content calendar.										
	1.3	Assemble a weekly content calendar using any content type.										
LO 2 **Know different types of content .**	2.1	Explain types of content										
	2.2	Identify types of content • Education, • Entertainment • Promotion, • Broadcast										
	2.3	Explain the importance of using different types of content.										
LO 3 **Know how to create trending and viral content**	3.1	Explain what a viral /trending content is										
	3.2	Demonstrate ways to create trending topics online										
	3.3	Identify online tools to create trending topics in any niche										
LO 4 **Know how to plan long-term content strategies.**	4.1	Explain long-term content strategies in social media										
	4.2	Demonstrate how to plan long-term content strategies										
	4.3	Discuss the tools used in planning long-term content strategies										

Learner's Signature	Date
Assessor's Signature	Date
IQA's Signature	Date
EQA's Signature	Date

NATIONAL SKILLS QUALIFICATION
Level 2: Social Media Contents Creation and Management

Unit 005: Brand Identity and Messaging

Unit Reference Number: ICT/SMC/006/L1
NOS Level: 2
Credit Value: 3
Guided Learning Hours: 30

Unit-purpose:
This unit aims to provide learners with the skills and knowledge to create a clear and consistent brand message across social media platforms.

> **Unit assessment requirements/ evidence requirements:**
> Assessment must be carried out in real workplace environment in which learning and human development is carried out.
> ***Assessment methods to be used include:***
> 1. Direct Observation/oral questions (DO)
> 2. Question and Answer (QA)
> 3. Witness Testimony (WT)
> 4. Assignment (ASS), etc.

Unit 005: Brand Identity and Messaging

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA	Evidence Type					Evidence Ref. Page No.				
The learner will:		**The learner can:**										
LO 1 Know how to create a brand voice and personality.	1.1	Explain a brand's personality										
	1.2	Develop three short social media captions that reflect a unique brand voice.										
	1.3	Select words for a brand's voice.										
LO 2 Know the types of visual identity elements	2.1	Explain visual identity elements										
	2.2	Identify how to use visual identity elements tools; • Styles • Fonts • Logos										
	2.3	Demonstrate with any visual identity element how to create a post										
LO 3 Know how to write an engaging post and caption for different platforms.	3.1	Identify the elements that makes a post engaging										
	3.2	Differentiate between a formal and a casual post										
	3.3	Develop a short post for different social media platforms										
LO 4 Know how to adapt your writing style to match each platform's audience.	4.1	Identify different writing styles for different platforms										
	4.2	Demonstrate ways to modify a post from a platform to fit another platform										
	4.3	Identify ways to keep a brand's style consistent across platforms.										
Learner's Signature			Date									
Assessor's Signature			Date									
IQA's Signature			Date									

NATIONAL SKILLS QUALIFICATION
Level 2: Social Media Contents Creation and Management

Unit 006: Analytics and Performance Tracking

Unit Reference Number: ICT/SMC/006/L2
NOS Level: 2
Credit Value: 3
Guided Learning Hours: 30

Unit-Purpose:
This unit aims to provide learners with the skills and knowledge to track and improve social media performances using basic analytics.

Unit assessment requirements/ evidence requirements:
Assessment must be carried out in real workplace environment in which learning and human development is carried out.
Assessment methods to be used include:

1. Direct Observation/oral questions (DO)

2. Question and Answer (QA)

3. Witness Testimony (WT)

4. Assignment (ASS), etc.

Unit 006: Analytics and Performance Tracking

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. Page No.				
LO 1 **Know social media analytics.**	1.1	Explain social media analytic tools										
	1.2	Identify key features in any of the major social media that help improve post performance.										
	1.3	Demonstrate with a social media analytic tool to check post performance.										
LO 2 **Understanding key metrics in social media platforms**	2.1	Explain what these key metrics mean in social media platform • **Reach** • **Impressions** • **Engagement rate** • **Click through rate**										
	2.2	Measure the reach of a social media post										
	2.3	Compare two posts based on their Click-Through Rates										
LO 3 **Know how to analyze post performance and adjust strategies.**	3.1	Demonstrate ways to check low performing post										
	3.2	Identify changes needed to improve a low-performing post										
	3.3	Identify performance adjustment strategies										
LO 4 **Understand A/B testing for social media content.**	4.1	Explain A/B testing in social media content.										
	4.2	Measure the performance of two different post formats using A/B testing.										
	4.3	Compare the results of two different post versions to determine which works better										
Learner's Signature				Date								
Assessor's Signature				Date								
IQA's Signature				Date								
EQA's Signature				Date								

NATIONAL SKILLS QUALIFICATION
Level 2: Social Media Contents Creation and Management

Unit 007: Social Media Advertising Basics

Unit Reference Number: ICT/SMC/007/L2
NOS Level: 2
Credit Value: 3
Guided Learning Hours: 30

Unit-Purpose:
This unit aims to provide learners with the skills and knowledge to understand the basics of social media advertising and audience targeting.

Unit assessment requirements/ evidence requirements:
Assessment must be carried out in real workplace environment in which learning and human development is carried out.
Assessment methods to be used include:

1. Direct Observation/oral questions (DO)

2. Question and Answer (QA)

3. Witness Testimony (WT)

4. Assignment (ASS), etc.

Unit 007: Social Media Advertising Basics

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type				Evidence Ref. Page No.				
LO1 **Know different type of social media adverts**	1.1	Explain the different types of social media adverts.									
	1.2	Compare image ads and video ads in terms of engagement.									
	1.3	Identify which type of social media adverts is best for increasing online traffic.									
LO 2 **Understand the basics of audience targeting**	2.1	Demonstrate the process a business uses to select the right audience for adverts.									
	2.2	Compare different audience targeting methods in social media									
	2.3	Differentiate between broad and specific audience targeting strategies.									
LO 3 **Know how to set simple adverts budgets and schedules.**	3.1	Determine the best way to set a budget for social media advertising.									
	3.2	Explain the effect of scheduling adverts at the right time for performance.									
	3.3	Measure the impact of different budget sizes on advertising success.									
LO 4 **Know how to measure adverts performance and make changes.**	4.1	Evaluate the success of a campaign using advertising metrics.									
	4.2	Differentiate between high-performing and low-performing adverts.									
	4.3	Implement changes to improve adverts performance based on analytics.									
Learner's Signature			Date								
Assessor's Signature			Date								
IQA's Signature			Date								
EQA's Signature			Date								

NATIONAL SKILLS QUALIFICATION
Level 2: Social Media Contents Creation and Management

Unit 008 :Managing brand reputation.

Unit Reference Number: ICT/SMC/006/L2
NOS Level: 2
Credit Value: 3
Guided Learning Hours: 30

Unit-Purpose:
This unit aims to provide learners with the skills and knowledge to handle online issues and effectively protect a brand's reputation.

Unit assessment requirements/ evidence requirements:
Assessment must be carried out in real workplace environment in which learning and human development is carried out.
Assessment methods to be used include:
1. Direct Observation/oral questions (DO)
2. Question and Answer (QA)
3. Witness Testimony (WT)
4. Assignment (ASS), etc.

Unit 008: Managing Brand Reputation.

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. Page No.				
LO 1 Understand ways to handle negative comments.	1.1	Identify negative comments.										
	1.2	Identify effective ways to respond to negative comments.										
	1.3	Explain why staying professional is important when handling negative comments.										
	1.4	Determine the best approaches to manage repeated negative feedback										
LO 2 Know the strategies used to manage misinformation.	2.1	Describe the impact of misinformation on a brand's reputation.										
	2.2	Identify effective ways to stop misinformation from spreading										
	2.3	Develop a response plan for correcting false information about a brand.										
LO 3 Understand steps to recover from a brand crisis.	3.1	Explain brand crisis.										
	3.2	Identify key actions a brand should take during a crisis.										
	3.3	Explain the role of communication in crisis management.										
	3.4	Determine ways to rebuild trust with an audience.										
LO 4 Know different methods on how to create a crisis response plan.	4.1	Explain the need for a crisis response plan.										
	4.2	Describe key elements in a crisis response plan.										
	4.3	Identify who should be involved in managing a crisis.										
Learner's Signature			Date									
Assessor's Signature			Date									
IQA's Signature			Date									
EQA's Signature			Date									

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NATIONAL SKILLS QUALIFICATION

SOCIAL MEDIA CONTENTS CREATION AND MANAGEMENT

LEVEL 3

FEBRUARY, 2025

NATIONAL SKILLS QUALIFICATION
NSQ LEVEL 3 – SOCIAL MEDIA COMMUNICATION
GENERAL INFORMATION

QUALIFICATION PURPOSE:

This qualification aims to equip learners with knowledge and skills on how to conduct strategic online communication and engagement using social media tools and platforms.

QUALIFICATION OBJECTIVES

The learner should be able to:

a) Use social media to communicate and effectively engage with a target audience.
b) Leverage on existing social media platforms and tools to build communities.
c) Create appropriate messages and content for social media campaigns.
d) Design and execute an effective social media strategy.
e) Use social media for business activities and customers' outreach.
f) Deliver social media promotions, campaigns, advertising and marketing.
g) Work with team members and key influencers to achieve desired results.
h) Manage social media crisis and fix online brand reputation problems.
i) Appraise overall social media effort to measure performance.
j) Integrate new media into conventional communications campaign.

QUALIFICATION REQUIREMENTS

All Candidates must:

a. Be at least (16) years of age
b. Be medically fit
c. Be physically fit
d. Be mentally fit (Mental alertness)
e. Have achieved all the Safety and Health mandatory units in the qualification
f. Be a Nigerian citizen
g. Other nationals (International passport, residence permit)
h. Be vetted

UNIT ASSESSMENT/EVIDENCE REQUIREMENTS:

Assessment must be carried out in real workplace environment in which learning and human development is carried out. Simulation is allowed in this unit and level.

Assessment Methods to be Used Include:

1. Direct Observation (DO)
2. Question and Answer (QA)
3. Witness Testimony (WT)
4. Personal statement (PS) or Reflective Practice (RP)
5. Assignment (ASS)

Mandatory Units

S/No /Unit No	Reference Number	NOS Title	Credit Value	Guided Learning Hours	Remark
1.	ICT/SMC/L3/001	Occupational Health and Safety	2	20	
2.	ICT/SMC/L3/002	Communication skills in Social Environment	2	20	
3.	ICT/SMC/L3/003	Team Work	2	20	
4.	ICT/SMC/L3/004	Principles of Social Media Communication	2	20	
5.	ICT/SMC/L3/005	Developing Social Media Content	2	20	
6.	ICT/SMC/L3/006	Social Media Platforms & Engagement	4	40	
7.	ICT/SMC/L3/007	Social Media Strategy	3	30	
8.	ICT/SMC/L3/008	Social Media Campaign Creation	2	20	
9.	ICT/SMC/L3/009	Social Media for Advertising	3	30	
11.	ICT/SMC/L3/010	Managing Social Media Teams	3	30	
TOTAL			**25**	**250**	

Optional Units

S/No /Unit No	Reference Number	NOS Title	Credit Value	Guided Learning Hours	Remark
12.	ICT/SMC/L3/011	Social Media for Business	3	30	
13.	ICT/SMC/L3/012	Reputation and Crisis Management	3	30	
14.	ICT/SMC/L3/013	Social Media Metrics and Analytics	2	20	
TOTAL			**8**	**80**	

UNIT 1: **OCCUPATIONAL HEALTH AND SAFETY**

Unit reference number: **ICT/SMC/L3/001**

NSQ level: 3

Credit value: 2

Guided learning hours: 20

Unit Purpose: *This unit is designed to equip learners with the knowledge and skills required for health and safety in workplace.*

Unit Assessment Requirements/Evidence Requirements:

Assessment must be carried out in real workplace environment in which learning and human development is carried out. Simulation is allowed in this unit and level.

Assessment methods to be used include:
1.   Direct Observation (DO)
2.   Question and Answer (QA)
3.   Witness Testimony (WT)
4.   Personal statement (PS) or Reflective Practice (RP)
5.   Assignment (ASS)
6.   Recognition of Prior Learning (RPL)

UNIT 01: OCCUPATIONAL HEALTH AND SAFETY

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. No.		Page	
LO 1: Observe Health and Safety Precaution in Workplace	1.1	Describe waste disposal in line with organizational procedures.									
	1.2	Maintain personal hygiene in the workplace.									
	1.3	Identify safety signs and symbols relevant to operation.									
	1.4	Select safety equipment to be used in the workplace.									
LO 2: Understand Hazard in workplace	2.1	Identify potential hazard points at in the workplace									
	2.2	Discuss causes of hazard in workplace (e.g. Negligence, Human Error, Machine malfunction, etc.)									
	2.3	Identify possible hazard in workplace: • Severe weather conditions • Severe vibration • Pollution, etc.									
LO 3: Understand Accident in workplace	3.1	State types of accident in in workplace (e.g. Fire accident and Electric shock)									
	3.2	State causes of accidents in workplace									
	3.3	State measures to prevent accident in the workplace: • Maintain alertness on the job • Promote safety awareness • Observe rest cycle									

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref.	Page No.		
		• Use PPE, etc.									
	3.4	Demonstrate First Aid at workplace.									

Learners Signature: **Date**

Assessors Signature: Date:

IQA Signature (if sampled)   Date:

EQA Signature (if sampled)   **Date:**

UNIT 2: COMMUNICATION SKILLS IN A SOCIAL ENVIRONMENT
Unit Reference Number: ICT/SMC/L3/002

QCF Level: 3

Credit Value: 4

Guided Learning Hours: 40

Unit Purpose: *This unit aims to equip learners with knowledge and skills of communication skills within social media environment.*

Unit Assessment Requirements/Evidence Requirements:

Assessment must be carried out in real workplace environment in which learning and human capacity development is practised. ***Simulation is allowed*** in this unit.

Assessment methods to be used include:

1. Direct Observation (DO)
2. Question and Answer (QA)
3. Assignment (ASS)
4. Professional Discussion (PD)
5. Witness Testimony (WT}
6. Personal Statement (PS)
7. Assessment/Accreditation of Prior Learning (APL)
8. Product Evidence

UNIT 02: COMMUNICATION SKILLS IN A SOCIAL ENVIRONMENT

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref.	Page No.		
LO 1: Know the dynamics of online communication in a social environment	1.1	Identify basic online communication requirements.									
	1.2	Identify the channels for effective online information distribution.									
	1.3	Identify social media communication tools and how to use them. • blogging • micro-blogging • sharing media elements (i.e., image, video) • social actions such as tagging, voting, commenting • Etc									
	1.4	Analyze social media communication and audience expectations.									
	1.5	Explain online interactional behaviour.									
LO 2: Know communication style and existing skill set	2.1	Identify communication styles.									
	2.2	Select the right communication mode for maximum impact in different contexts.									
	2.3	Develop fundamental communication skills. • Information gathering and processing • Problem solving • Audience analysis • Written, oral and visual mastery									
	2.4	Adapt techniques for more confident and effective communication. • Communicating with empathy • Emotional Intelligence and rapport building									
	2.5	Review the capacity for critical and creative thinking.									

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. Page No.				
LO 3: Prepare to communicate online	3.1	Compose for online communication.										
	3.2	Develop persuasive content development skills.										
	3.3	Develop visual messages for more impactful online communication.										
	3.4	Interact with others in social communities.										
	3.5	Develop collaborative relationships in social media platforms.										

Learners Signature:	**Date:**
Assessors Signature:	Date:
IQA Signature (if sampled)	Date:
EQA Signature (if sampled)	**Date:**

UNIT 3: TEAM WORK

Unit reference number: ICT/SMC/L3/003

NSQ level: 3

Credit value: 2

Guided learning hours: 20

Unit Purpose: *This unit is designed to equip the learner with the knowledge and skills required to relate cordially in the workplace.*

Unit Assessment Requirements/Evidence Requirements:

Assessment must be carried out in real workplace environment in which learning and human development is carried out. Simulation is allowed in this unit and level.

Assessment methods to be used include:
1.   Direct Observation (DO)
2.   Question and Answer (QA)
3.   Witness Testimony (WT)
4.   Personal statement (PS) or Reflective Practice (RP)
5.   Assignment (ASS)
6.   Recognition of Prior Learning (RPL)

UNIT 03: TEAM WORK

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. No.	Page		
LO 1: Understand the benefits of Working in a Team at Workplace	1.1	List the advantages of working as a team.									
	1.2	Describe the attributes of a team player (e.g. Mutual respect, Common goal, Discipline, Mutual understanding, Trust, Honesty and sincerity, etc.)									
	1.3	List members that constitute a team in the ICT work environment: • Systems Analysts • Software Developers • Database Administrators (DBAs) • Network Engineers • Security Analysts • Help Desk Technicians, etc.									
	1.4	Identify team members in a work environment.									
LO 2: Understand how to relate with team members	2.1	Explain the need for good working relationship with team members at the workplace.									
	2.2	Identify the roles of team members.									
	2.3	Identify your role in achieving the objectives of the team.									
	2.4	**Discuss the relationship between members of ICT team.**									
LO 3: Observe Positive Work Relationships with colleagues	3.1	State the qualities of a good relationship in workplace									
	3.2	Relate with other members at workplace									
	3.3	Explain the importance of									

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. No.	Page		
		effective communication and collaboration with other team members.									
	3.4	Identify information that may affect other workers.									

Learners Signature:	**Date**
Assessors Signature:	Date:
IQA Signature (if sampled)	Date:
EQA Signature (if sampled)	**Date:**

UNIT 4: PRINCIPLES OF SOCIAL MEDIA COMMUNICATION
Unit Reference Number: ICT/SMC/L3/004

NSQ Level: 3
Credit Value: 2
Guided Learning Hours: 20

Unit Purpose: *This Unit aims to equip learners with competencies required to understand concepts of Social Media Communication principles.*

Unit Assessment Requirements/ Evidence Requirements:

Assessment must be carried out in real workplace environment in which learning and human development takes place.

Assessment Methods To Be Used Include:

5. Direct Observation (DO)
6. Question and Answer (QA)
7. Assignment (ASS)
8. Professional Discussion (PD)
9. Witness Testimony (WT}
10. Personal Statement (PS)
11. Assessment/Accreditation of Prior Learning (APL)
12. Product Evidence

UNIT 04: PRINCIPLES OF SOCIAL MEDIA COMMUNICATION

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref.	Page No.		
LO 1: Understand principles of social media communication	1.1	Define social media communication.									
	1.2	Explain methods of social media communication.									
	1.3	Identify social media principles.									
LO 2: Know social media engagement	2.1	Define the term 'social media engagement'									
	2.2	Identify the various consumers of social media									
	2.3	Discuss the steps to gain/improve social media engagement.									
	2.4	Explain the stages of audience engagement with media content.									
LO 3: Know social media engagement tools.	3.1	Define social media tools									
	3.2	Identify social media tools.									
	3.3	Demonstrate how to use social media tools to engage personas.									
	3.4	Explain the benefits of working with social media tools									

Learners Signature:	Date:
Assessors Signature:	Date:
IQA Signature (if sampled)	Date:
EQA Signature (if sampled)	**Date:**

UNIT 5: DEVELOPING SOCIAL MEDIA CONTENT
Unit Reference Number: ICT/SMC/L3/005

NSQ Level: 3

Credit Value: 2

Guided Learning Hours: 20

Unit Purpose: *This unit aims to equip learners with knowledge and skills of how to develop social media contents.*

Unit Assessment Requirements/Evidence Requirements:

Assessment must be carried out in real workplace environment in which learning and human development takes place. ***Simulation is not allowed*** in this unit and level.

Assessment methods to be used include:

1. Direct Observation (DO)
2. Question and Answer (QA)
3. Assignment (ASS)
4. Professional Discussion (PD)
5. Witness Testimony (WT}
6. Personal Statement (PS)
7. Assessment/Accreditation of Prior Learning (APL)
8. Product Evidence

UNIT 05: DEVELOPING SOCIAL MEDIA CONTENT

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. Page No.				
LO 1: Understand social media content	1.1	Identify the various types of social media content.										
	1.2	Use a combination of text, audio and video content formats.										
	1.3	Identify the proper channels for each content type.										
LO 2: Identify audience needs, wants and desires.	2.1	Identify core target audience.										
	2.2	Observe and find cues to audience needs.										
	2.3	**Use different social channels to target audiences.**										
LO 3: Develop valuable and sharable content	3.1	Develop messages to respond to expressed needs of specific target audience.										
	3.2	Compose interactive content that create exciting experiences for the audience.										
	3.3	Develop helpful and supportive content.										
	3.4	Use storytelling to connect with audience.										
	3.5	Assemble **user-generated content and social content** to provide more context and/or value.										
LO 4: Engage audience using content marketing techniques	4.1	Develop a social content marketing plan										
	4.2	Discuss how to use keyword research to develop content.										
	4.3	Use keyword research to develop relevant content.										
	4.4	Develop a content/editorial calendar.										
	4.5	Use the content calendar for regular updates.										

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref.	Page No.		
	4.6	Demonstrate how to schedule content to deliver at scheduled intervals.									
	4.7	Monitor and evaluate content marketing efforts.									

Learners Signature:	**Date:**	
Assessors Signature:	Date:	
IQA Signature (if sampled)	Date:	
EQA Signature (if sampled)	**Date:**	

UNIT 6: SOCIAL MEDIA PLATFORMS & ENGAGEMENT

Unit Reference Number: ICT/SMC/L3/006

NSQ Level: 3

Credit Value: 4

Guided Learning Hours: 40

Unit Purpose: *This unit aims to equip learners with the knowledge and skills of social media platform engagement.*

Unit Assessment Requirements/Evidence Requirements:

Assessment must be carried out in real workplace environment in which learning and human development takes place.

Assessment Methods To Be Used Include:

1. Direct Observation (DO)
2. Question and Answer (QA)
3. Assignment (ASS)
4. Professional Discussion (PD)
5. Witness Testimony (WT}
6. Personal Statement (PS)
7. Assessment/Accreditation of Prior Learning (APL)
8. Product Evidence

UNIT 06: SOCIAL MEDIA PLATFORMS & ENGAGEMENT

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type						Evidence Ref. No.	Page		
LO 1: Know social media platforms	1.1	Explain social media platforms.										
	1.2	Describe steps for effective platform selection.										
	1.3	Identify types of social media platforms.										
	1.4	Explain industry or niche platforms.										
	1.5	Select a social media platform for a project.										
	1.6	Explain how social platforms change ways of communication today.										
LO 2: Explore *engaging social media communities*	2.1	Explain social media communities.										
	2.2	Identify social community classification and typology										
	2.3	Discuss how to engage social media communities.										
	2.4	Demonstrate how to engage a targeted audience in a social media community.										
	2.5	Describe the benefits of social community membership and participation.										
LO 3: *Identify social media trends*	3.1	Explain social media trends.										
	3.2	Describe how social media trends influence communication today.										
	3.3	Analyze the impact of social media trends on brands engagement with followers.										

Learners Signature:	**Date:**
Assessors Signature:	Date:
IQA Signature (if sampled)	Date:
EQA Signature (if sampled)	**Date:**

UNIT 7: SOCIAL MEDIA STRATEGY
Unit Reference Number: ICT/SMC/L3/007

NSQ Level: 3

Credit Value: 3

Guided Learning Hours: 30

Prerequisite: Basic Computer Knowledge. Basic Online/Internet Skills. Understanding Social Media Platforms.

Unit Purpose: *This unit aims to equip learners with the knowledge and skills to carry out appropriate social media strategy.*

Unit Assessment Requirements/Evidence Requirements:

Assessment must be carried out in real workplace environment in which learning and human development takes place. ***Simulation is not allowed*** in this unit and level.

Assessment methods to be used include:

1. Direct Observation (DO)
2. Question and Answer (QA)
3. Assignment (ASS)
4. Professional Discussion (PD)
5. Witness Testimony (WT}
6. Personal Statement (PS)
7. Assessment/Accreditation of Prior Learning (APL)
8. Product Evidence

GLOSSARY

ROI – Return On Investment
CRM – Customer Relationship Management
KPI – Key Performance Indicator

UNIT 07: SOCIAL MEDIA STRATEGY

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref.	Page No.		
LO 1: Know social media landscape	1.1	Analyse the current marketplace.									
	1.2	Interpret latest trends and development in social media.									
	1.3	Explain current challenges and issues in social media.									
	1.4	Review the network economy.									
	1.5	Use case studies - good and bad examples.									
LO 2: Initiate social media campaign planning	2.1	Create social media objectives and KPI's.									
	2.2	Develop a social media ROI model.									
	2.3	Use the SWOT model for social media planning.									
	2.4	Analyse the competitor landscape.									
	2.5	Monitor social media success with baselines.									
	2.6	Demonstrate how to convert strategy into tactics.									
LO 3: Determine audience for social media	3.1	Analyse customer behaviours and drivers.									
	3.2	Develop techniques to learn about customer needs.									
	3.3	Initiate audience profiling.									
	3.4	Create conversions through social media dialogue.									
	3.5	Develop relationships through social media.									
	3.6	Build trust through social media.									
LO 4: Develop strategies for social media content	4.1	Use key channels for social networking; collaboration; photo, video and document sharing; blogs and microblogs.									
	4.2	Follow the customer journey: integrating channels.									
	4.3	Develop an awareness ladder.									
	4.4	Develop a content plan and calendar.									
	4.5	Differentiate between popularity and influence.									
	4.6	Analyze how and why content "goes viral."									
LO 5:	5.1	Monitor what people are saying about									

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. No.	Page			
Implement strategy measurement and monitoring		their brand in the social media space - official and unofficial.										
	5.2	Use analytics techniques and tools.										
	5.3	Interpret feedback and results.										
	5.4	Refine, rinse and repeat social strategy.										
LO 6: Know legal guidelines	6.1	Review ethics and guidelines-i.e. the laws behind social media										
	6.2	Explain the consequences of social media abuse/misuse.										
	6.3	Use legal best practices.										

Learners Signature:	**Date:**
Assessors Signature:	Date:
IQA Signature (if sampled)	Date:
EQA Signature (if sampled)	**Date:**

UNIT 8: SOCIAL MEDIA CAMPAIGN CREATION

Unit Reference Number: ICT/SMC/L3/008

QCF Level: 3

Credit Value: 2

Guided Learning Hours: 20

Unit Purpose: *This unit aims to equip learners with knowledge and skills of social media campaign creation.*

Unit Assessment Requirements/Evidence Requirements:

Assessment must be carried out in real workplace environment in which learning and human development is carried out. ***Simulation is not allowed*** in this unit and level.

Assessment methods to be used include:

1. Direct Observation (DO)
2. Question and Answer (QA)
3. Assignment (ASS)
4. Professional Discussion (PD)
5. Witness Testimony (WT}
6. Personal Statement (PS)
7. Assessment/Accreditation of Prior Learning (APL)
8. Product Evidence

UNIT 08: SOCIAL MEDIA CAMPAIGN CREATION

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. No.	Page		
LO 1: Develop a campaign plan	1.1	Use campaign planning template.									
	1.2	Use plan with overall social media strategy.									
	1.3	Define your current social standing and areas of weakness and existing needs.									
	1.4	Select the social media platforms and tools that fit your campaign needs.									
	1.5	Identify target market and channel campaign to reach them.									
	1.6	Communicate clear-cut roles to campaign team members.									
	1.7	Develop campaign budget and initiate resources allocation.									
LO 2: Set clearly defined campaign goals	2.1	Define campaign goals and set timelines.									
	2.2	Identify metrics for measuring campaign ROI.									
	2.3	Select campaign deliverables.									
	2.4	Compare goals with matching campaign objectives.									
LO 3: Develop cross-channel promotion	3.1	Identify metrics for monitoring performance.									
	3.2	Develop an integrated campaign that employs a number of social media channels.									
	3.3	Use creative segmentation and timing.									
LO 4: Organize thorough campaign analysis	4.1	Identify the key metrics for campaign measurement.									
	4.2	Analyse benchmark progress against set targets.									
	4.3	Evaluate overall campaign-period activities (e.g. changes in likes, follows, customer action or other engagement metrics specific to business.)									
LO 5:	5.1	Identify social media optimization									

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref.	Page	No.	
Apply social media optimization tools		tools									
	5.2	Categorize the social media optimization tools									
	5.3	Use the social media optimization tools									

Learners Signature:		**Date:**	
Assessors Signature:		Date:	
IQA Signature (if sampled)		Date:	
EQA Signature (if sampled)		**Date:**	

UNIT 09: SOCIAL MEDIA ADVERTISING

Unit Reference Number: ICT/SMC/L3/009

QCF Level: 3

Credit Value: 3

Guided Learning Hours: 30

Unit Purpose: *This unit aims to equip learners with knowledge and skills of social media advertising.*

Unit Assessment Requirements/Evidence Requirements:

Assessment must be carried out in real workplace environment where learning and human capacity

building takes places. ***Simulation is not allowed*** in this unit and level.

Assessment methods to be used include:

1. Direct Observation (DO)
2. Question and Answer (QA)
3. Assignment (ASS)
4. Professional Discussion (PD)
5. Witness Testimony (WT}
6. Personal Statement (PS)
7. Assessment/Accreditation of Prior Learning (APL)
8. Product Evidence

GLOSSARY

KPI – Key Performance Indicator
CPC – Cost Per Click
CPM – Cost Per Thousand
CPA – Cost Per Action

UNIT 09: SOCIAL MEDIA ADVERTISING

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. No.	Page		
LO 1: Identify social media advertising opportunities	1.1	Identify objectives of social media advertising.									
	1.2	Discuss benefits of social media advertising across the major social media platforms (e.g Facebook, Twitter, Instagram, LinkedIn and YouTube.)									
	1.3	Discuss challenges of social media advertising across the major social media platforms.									
	1.4	Determine the niche platforms that are right for your business.									
	1.5	Review case studies to understand best practices and know what works.									
LO 2: Leverage available ad formats	2.1	Differentiate between promoted posts, tweets, lead generation cards, pins, images and other ads.									
	2.2	Implement A/B testing and other options.									
	2.3	Reflect on content guidelines, ad sizes and image standards.									
LO 3: Choose relevant targeting and audience options	3.1	Demonstrate how to build custom and look-alike audiences and applicable channels.									
	3.2	Identify demographic factors (e.g age, gender, location, role and more.)									
	3.3	Analyse psychographic elements (e.g. aspirations, interest, habits, social media behaviours and more.)									
	3.4	Select target behaviours and interests.									
LO 4: Measure social media advertising	4.1	Develop budgets and KPIs.									
	4.2	Select options from CPC, CPM and CPA.									
	4.3	Implement campaigns management.									
	4.4	Monitor results.									
	4.5	Calculate ROI using web analytics and conversion tracking.									
LO 5: Integrate social advertising into a	5.1	Maintain consistency with your creative and brand tone of voice.									
	5.2	Monitor the competition.									

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref.	Page No.		
wider strategy	5.3	Use paid and non-paid advertising for social activity.									

Learners Signature:	Date:
Assessors Signature:	Date:
IQA Signature (if sampled)	Date:
EQA Signature (if sampled)	**Date:**

UNIT 10: MANAGING SOCIAL MEDIA TEAMS

Unit Reference Number: ICT/SMC/L3/010

QCF Level: 3

Credit Value: 4

Guided Learning Hours: 40

Unit Purpose: *This unit aims to equip learners with knowledge and skills of social media teams and team management.*

Unit Assessment Requirements/Evidence Requirements:

Assessment must be carried out in real workplace environment in which learning and human development is carried out. ***Simulation is/or is not allowed*** in this unit and level.

Assessment methods to be used include:

1. Direct Observation (DO)
2. Question and Answer (QA)
3. Assignment (ASS)
4. Professional Discussion (PD)
5. Witness Testimony (WT}
6. Personal Statement (PS)
7. Assessment/Accreditation of Prior Learning (APL)
8. Product Evidence

UNIT 10: MANAGING SOCIAL MEDIA TEAMS

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. No.	Page		
LO 1: Determine roles for team members	1.1	Define team purpose									
	1.2	Communicate roles and responsibilities to team members.									
	1.3	Determine team structure									
	1.4	Develop team members' skills									
	1.5	Define team communication precedents.									
LO 2: Formulate the work strategy	2.1	Identify the organization's over-arching social strategy									
	2.2	Select social media team for company objectives									
	2.3	Define the team's KPIs									
	2.4	Determine audience and customer scenerios.									
	2.5	Evaluate working budget.									
LO 3: Create workflows and systems	3.1	Develop team to cater for all social needs and expectations									
	3.2	Implement active response techniques (e.g. real-time intelligence to improve outcomes.)									
	3.3	Organize team as a hybrid support unit - intersection of virtual and on-site operations support.									
	3.4	Implement actionable intelligence method to monitor disasters, crises and planned events.									
	3.5	Develop strategies to manage crisis arising from internal and external dissatisfaction.									

Learners Signature:	**Date:**	
Assessors Signature:	Date:	
IQA Signature (if sampled)	Date:	
EQA Signature (if sampled)	**Date:**	

UNIT 11: SOCIAL MEDIA FOR BUSINESS

Unit Reference Number: ICT/SMC/L3/011

QCF Level: 3

Credit Value: 3

Guided Learning Hours: 30

Unit Purpose: *This unit aims to equip learners with knowledge and skills to carry out social media in business.*

Unit Assessment Requirements/Evidence Requirements:

Assessment must be carried out in real workplace environment in which learning and human development is carried out. ***Simulation is not allowed*** in this unit and level.

Assessment methods to be used include:

1. Direct Observation (DO)
2. Question and Answer (QA)
3. Assignment (ASS)
4. Professional Discussion (PD)
5. Witness Testimony (WT}
6. Personal Statement (PS)
7. Assessment/Accreditation of Prior Learning (APL)
8. Product Evidence

UNIT 11: SOCIAL MEDIA FOR BUSINESS

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref.		Page		
LO 1: Know social media for business	1.1	Explain how social media fits into a digital marketing strategy.										
	1.2	Demonstrate visibility by coming on board social media platforms.										
	1.3	Develop Professional and corporate profile branding best practices										
	1.4	Observe how today's customer consumes social content.										
	1.5	Identify the right social platforms for any type of business.										
LO 2: Leverage social commerce and location-based social networking	2.1	Develop an online shop.										
	2.2	Couple with affiliates and influencers to grow brand reach.										
	2.3	Develop a community of brand ambassadors.										
	2.4	Review social media profiles for search.										
	2.5	Initiate strategies for social media paid campaigns.										
LO 3: Develop a social calendar with targeted content	3.1	Define content strategy.										
	3.2	Develop valuable, helpful and sharable content to engage audience consistently.										
	3.3	Review customer journey and share brand story.										
LO 4: Build a strong handle on social tools to grow your business	4.1	Identify business-specific social tools.										
	4.2	Use online branding techniques.										
	4.3	Develop marketing automation system for the business.										
	4.4	Use social media engagement and monitoring tools.										

Learners Signature:	**Date:**
Assessors Signature:	Date:
IQA Signature (if sampled)	Date:
EQA Signature (if sampled)	**Date:**

UNIT 12: SOCIAL MEDIA REPUTATION AND CRISIS MANAGEMENT

Unit Reference Number: ICT/SMC/L3/012

QCF Level: 3

Credit Value: 3

Guided Learning Hours: 30

Unit Purpose: *This unit aims to equip learners with knowledge and skills of social media reputation and crisis management.*

Unit Assessment Requirements/Evidence Requirements:

Assessment must be carried out in real workplace environment. ***Simulation is not allowed*** in this unit and level.

Assessment methods to be used include:

1. Direct Observation (DO)
2. Question and Answer (QA)
3. Assignment (ASS)
4. Professional Discussion (PD)
5. Witness Testimony (WT}
6. Personal Statement (PS)
7. Assessment/Accreditation of Prior Learning (APL)
8. Product Evidence

UNIT 12: SOCIAL MEDIA REPUTATION AND CRISIS MANAGEMENT

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA	Evidence Type					Evidence Ref. No.	Page		
The learner will:		**The learner can:**									
LO 1: Understand online crisis communication	1.1	Explain the dynamics in crisis communication.									
	1.2	Identify approaches for online crisis intervention.									
	1.3	Identify platforms for online crisis engagement.									
LO 2: Know social media crisis	2.1	Explain social media crisis.									
	2.2	Identify sources of social media crisis.									
	2.3	Identify types of social media crisis.									
	2.4	Discuss how social media spreads and propagates reputation-critical information.									
	2.5	Explain how to manage different types of social media crisis.									
LO 3: Know digital channels and platforms for crisis communication	3.1	Use social media platforms to defend organisation's reputation in a crisis situation.									
	3.2	Describe how to integrate social media channels in crisis response.									
	3.3	Explain how to respond to crisis using different social media platforms. • Twitter in a crisis. • Facebook in a crisis. • YouTube and multimedia in a crisis. • Google in a crisis: crisis search communications. • Instagram in a crisis. • Etc.									
LO 4: Strategize social media crisis communication	4.1	Track social media crisis.									
	4.2	Develop strategies, policies and systems enabling rapid decision-making and engagement.									
	4.3	Develop social media crisis resources, platforms and content ready to go live at a moment's notice.									
LO 5: Respond to social media crisis	5.1	Explain the use of stakeholders during social media crisis situations.									
	5.2	Explain online influencers' usage during									

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. No.	Page		
		crisis situations.									
	5.3	Demonstrate how to communicate prepared crisis response to cushion crisis effects.									
LO 6: Conduct a post-crisis analysis	6.1	Explain key learning points and takeaways from the crisis incident.									
	6.2	Evaluate crisis handling.									
	6.3	Develop documentation on crisis incident thoroughly.									

Learners Signature:	**Date:**
Assessors Signature:	Date:
IQA Signature (if sampled)	Date:
EQA Signature (if sampled)	**Date:**

UNIT 13: SOCIAL MEDIA METRICS AND ANALYTICS

Unit Reference Number: ICT/SMC/L3/013

QCF Level: 3

Credit Value: 2

Guided Learning Hours: 20

Unit Purpose: *This unit aims to equip learners with knowledge and skills of social media metrics and social media analytics.*

Unit Assessment Requirements/Evidence Requirements:

Assessment must be carried out in real workplace environment. ***Simulation is not allowed*** in this unit and level.

Assessment methods to be used include:

1. Direct Observation (DO)
2. Question and Answer (QA)
3. Assignment (ASS)
4. Professional Discussion (PD)
5. Witness Testimony (WT}
6. Personal Statement (PS)
7. Assessment/Accreditation of Prior Learning (APL)
8. Product Evidence

UNIT 13: SOCIAL MEDIA METRICS AND ANALYTICS

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type				Evidence Ref. Page No.			
LO 1: Understand social media analytics	1.1	Explain social media analytics.								
	1.2	Identify types of social media analytics tools.								
	1.3	Identify Key Performance Indicators to be tracked with social media analytics.								
	1.4	Review the application of some social media analytics tools within business.								
	1.5	Compare types of social media analytics tools.								
	1.6	Review benefits of statistics generated by social media analytics within business.								
LO 2: Unlock value from social media data	2.1	Differentiate between structured and unstructured data.								
	2.2	Identify methods used for creating and interpreting data.								
	2.3	Explain ways to identify useful data.								
	2.4	Explain the ethical and business implications of gathering social media data.								
	2.5	Identify metrics to communicate media value.								
LO 3: Set data-driven goals	3.1	Identify data-based goals.								
	3.2	Find KPIs that fit goals.								
	3.3	Initiate possible actions on set goals.								
LO 4: Apply analytics to social media activity	4.1	Define 'Situation Analysis' for existing footprints.								
	4.2	Compare social media appearance with competitors.								
	4.3	Differentiate between social networks for data collection.								
	4.4	Examine multiple social media metrics.								

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type						Evidence Ref.	Page No.			
LO 5: Develop report for social media analytics	5.1	Develop the foundation for reporting.											
	5.2	Select audience for different reports.											
	5.3	Compile the reports.											

Learners Signature:	**Date:**
Assessors Signature:	Date:
IQA Signature (if sampled)	Date:
EQA Signature (if sampled)	**Date:**

National Skills Qualifications

FOR

SOCIAL MEDIA CONTENTS CREATION AND MANAGEMENT

LEVEL 1, 2 & 3

NATIONAL BOARD FOR TECHNICAL EDUCATION

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