



NATIONAL SKILLS QUALIFICATION

LEVEL 3

TITLE:

**DIGITAL CONTENT CREATION
(Web, Social Media and Blogging)**

YEAR:

2024

NATIONAL SKILLS QUALIFICATION

NSQ LEVEL 3 - DIGITAL CONTENT CREATION (Web, Social Media and Blogging)

GENERAL INFORMATION

QUALIFICATION PURPOSE

This qualification is designed to provide learners with knowledge and skills on digital content creation and strategies to enable them effectively create and manage online contents.

QUALIFICATION OBJECTIVES

The learner should be able to:-

- i. Understand fundamentals and terminologies in digital content creation.
- ii. Create, configure and host digital contents.
- iii. Create digital contents aligned with goals.
- iv. Apply basic Search Engine Optimization (SEO) techniques to improve content visibility
- v. Implement promotion strategies to increase content reach.
- vi. Apply monetization methods to generate revenue from digital content.
- vii. Use analytics to track performance and optimize contents.
- viii. Manage digital content operations and updates.
- ix. Adhere to ethical standards and legal requirements in digital content creation.
- x. Develop strategies to scale and grow a digital content business.

Mandatory Units

Unit No	Reference Number	NOS Title	Credit Value	Guided Learning Hours	Remark
1	ICT/DCC 001/ L3	Occupational Health and Safety	2	20	Mandatory
2	ICT/DCC 002/ L3	Communication skills	2	20	Mandatory
3	ICT/DCC 003/ L3	Team Work	2	20	Mandatory
4	ICT/DCC 004/ L3	Introduction to digital content creation	2	20	Mandatory
5	ICT/DCC 005/ L3	Content Planning and Creation	2	20	Mandatory
6	ICT/DCC 006/ L3	Setting up a blog	2	20	Mandatory
7	ICT/DCC 007/ L3	Search Engine Optimization Fundamentals	3	30	Mandatory
8	ICT/DCC 008/ L3	Content Visibility Strategies	2	20	Mandatory
9	ICT/DCC 009/ L3	Monetization Strategies	2	20	Mandatory
10	ICT/DCC 010/ L3	Blog Analytics & Performance Improvement	3	30	Mandatory
11	ICT/DCC 011/ L3	Blog Maintenance Essentials	3	30	Mandatory
12	ICT/DCC 012/ L3	Legal and Ethical Considerations in Digital Content Creation	2	20	Mandatory
TOTAL			27	270	

Optional Units

Unit No	Reference Number	NOS Title	Credit Value	Guided Learning Hours	Remark
1	ICT/DCC 013/ L3	Content Analytics & Performance Improvement	3	30	
2	ICT/DCC 014/ L3	Digital Content Business Growth Strategies	2	20	
TOTAL			5	50	

NOTE: *The nine mandatory units in this certification aim to provide learners with a solid understanding of digital content creation. Additionally, there are two optional units for those looking to further enhance their digital content creation skills. To complete the qualification, learners must achieve a minimum of 18 credits and 180 guided learning hours.*

UNIT 1: OCCUPATIONAL HEALTH AND SAFETY

Unit reference number: ICT/DCC/001/L3

NSQ level: 3

Credit value: 2

Guided learning hours: 20

Unit Purpose: This unit is designed to equip learners with the knowledge and skills to maintain 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. Page No.			
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	Locate potential hazard points at in the workplace									
	2.2	Discuss causes of hazard in workplace: <ul style="list-style-type: none"> ● Negligence ● Human Error ● Machine malfunction, etc. 									
	2.3	Report identified hazard points to the supervisor									
	2.4	Identify possible hazard to the supervisor: <ul style="list-style-type: none"> ● Severe weather conditions ● Severe vibration ● Pollution, etc. 									
LO 3: Understand Accident in the workplace	3.1	State types of accident in the workplace: <ul style="list-style-type: none"> ● Fire accident ● Electric shock 									
	3.2	State causes of accident in the workplace									

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. Page No.			
	3.3	State measures to prevent accident in the workplace: <ul style="list-style-type: none"> ● Maintain alertness on the job ● Promote safety awareness ● Observe rest cycle ● Use PPE, etc. 									
	3.4	Demonstrate First Aid at workplace.									

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

UNIT 2: COMMUNICATION SKILLS

Unit reference number: ICT/DCC/002/L3

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 needed to communicate effectively 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 002: COMMUNICATION SKILLS IN THE WORKPLACE

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA The learner can:	Evidence Type				Evidence Ref. Page No.			
LO 1: Understand communication in the workplace	1.1	Explain communication in workplace <ul style="list-style-type: none"> • peer to peer • Operator Helper to Operator • Operator to supervisor. 								
	1.2	Explain the importance of communication in a work environment.								
	1.3	Describe how to get information from schedule of work								
LO 2: Understand methods of communication in the workplace	2.1	Explain the forms of communication: <ul style="list-style-type: none"> • Verbal (spoken) • Non-verbal (written) 								
	2.2	Communicate work information to supervisor								
	2.3	Communicate information in written form								
LO 3: Understand elements of communication in workplace	3.1	Receive written/verbal information on the job								
	3.2	Follow verbal instruction on the job								
	3.3	Pass verbal information/instruction on the job								

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA The learner can:	Evidence Type				Evidence Ref. Page No.			
LO4: Communicate to immediate supervisor/team members	4.1	Identify potential obstacles that can hinder work progress in an ICT environment, such a <ul style="list-style-type: none"> • Software issues: Bugs, glitches, compatibility problems, or security breaches. • Hardware problems: Equipment malfunctions, hardware failures, or insufficient system resources. • Network connectivity issues: Lack of internet access, slow internet speeds, or network outages 								
	4.2	Report concerns which may affect work progress.								
	4.3	Record work instructions.								
	4.4	Record routine daily checks on software and hardware								

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

UNIT 003: TEAMWORK

Unit reference number: ICT/DCC/003/L3

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: TEAMWORK

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. Page No.	
LO 1: Understand the benefits of Working in a Team at the Workplace	1.1	List the advantages of working as a team.							
	1.2	Describe the attributes of a team player: <ul style="list-style-type: none"> ● 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: <ul style="list-style-type: none"> ● Systems Analysts ● Software Developers ● Database Administrators (DBAs) ● Network Engineers ● Security Analysts ● Help Desk Technicians, etc. 							
	1.4	Recognize 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	Recognize the roles of other team members.							
	2.3	Discuss your own role in achieving the objectives of the team.							
	2.4	Explain the role of a Network Administrator in an ICT work environment.							

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA The learner can:	Evidence Type		Evidence Ref. No.	Page No.
	2.5	Discuss the relationship between the Network Administrator and other positions within the ICT team.				
LO 3: Observe Positive Work Relationships with colleagues	3.1	State the qualities of a good Network Administrator: <ul style="list-style-type: none"> • Strong technical skills • Problem-solving abilities • Communication skills • Customer service orientation • Attention to detail • Adaptability • Teamwork 				
	3.2	Relate with other members at workplace				
	3.3	Explain the importance of effective communication and collaboration with other team members to ensure smooth operations				
	3.4	Communicate information that may affect other workers.				

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

Unit 4: BASICS OF DIGITAL CONTENT CREATION

Unit reference number: ICT/DCC/004/L3

QCF level: 3

Credit value: 2

Guided learning hours: 20

Unit Purpose:

This Unit is designed to equip learners with knowledge and skills of fundamentals of digital content creation.

Unit assessment requirements/evidence requirements

Assessment must be carried out in real workplace environment in which learning and human development takes place. All written reports, the blog URL, and reflective essay must be submitted by the specified deadline. Evidence of content engagement and analytics must be included as part of the assessment.

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 04: BASICS OF DIGITAL CONTENT CREATION

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type	Evidence Ref. Page No.
LO 1: Understand the concepts of digital content creation	1.1	Define digital content		
	1.2	Explain concepts of digital content creation (eg. audience, content planning, content optimization, etc.)		
	1.3	Identify types of digital contents		
	1.4	Identify proper channels for each content type.		
	1.5	Explain how digital content creation can increase career opportunities and problem solving skills		
LO 2: Understand digital content channels	2.1	Identify types of digital content channels		
	2.2	Compare the advantage of each digital content channel		
	2.3	Identify suitable contents for each digital channel.		
LO 3: Identify a niche and target audience	3.1	Define a niche		
	3.2	Explain the importance of a niche in content creation		
	3.3	Identify a specific niche relevant to their interests or expertise		
	3.4	Evaluate potential niches, (including trends, and competition)		
	3.5	Describe target audience (including demographics, psychographics, and behavior)		
	3.6	Explain how to segment audiences into different groups		
LO 4: Select appropriate blogging platform	4.1	Identify blogging platforms (e.g., WordPress, Blogger, Medium, Wix).		
	4.2	Describe the features of different platforms, such as customization options, support etc		
	4.3	Describe the capabilities of different platforms, such as ease of use, SEO capabilities etc.		

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA The learner can:	Evidence Type				Evidence Ref. No.	Page No.	
The learner will:									
	4.4	Select blogging platform based on specified needs							

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

UNIT 5: CONTENT CREATION AND PLANNING

Unit reference number: ICT/DCC/005/L3

QCF level: 3

Credit value: 2

Guided learning hours: 20

Unit Purpose:

This unit aims to equip learners with the knowledge and skills to create and publish relevant content

Unit assessment requirements/evidence requirements

Assessment must be carried out in real workplace environment in which learning and human development takes place. All written reports, the blog URL, and reflective essay must be submitted by the specified deadline. Evidence of social media engagement and analytics must be included as part of the assessment.

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 05: CONTENT CREATION AND PLANNING

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. Page No.			
LO 1: Understand digital content	1.1	Explain types of digital content									
	1.2	Describe the key characteristics of each content type, including their format, and Usage									
	1.3	Create sample content for each identified content type									
	1.4	Outline a strategy for using a mix of different content types to achieve goals									
LO 2: Apply effective writing techniques	2.1	Organize contents logically									
	2.2	Create engaging and relevant headlines that attract readers' attention									
	2.3	Adapt the tone of the content to suit the subject matter, audience, and purpose									
	2.4	Use examples, stories, or language that resonate with the target audience to enhance engagement									
LO 3: Understand trending content	3.1	Identify trending topics and keywords using research tools and platforms (e.g., Google Trends, keyword research tools, social media analytics)									
	3.2	Interpret data from research tools to determine content that are currently in demand.									
	3.3	Select contents that are relevant to the target audience									
	3.4	Outline each content's potential impact on traffic and visibility									

UNIT 6: SETTING UP A BLOG

Unit reference number: ICT/DCC/006/L3

QCF level: 3

Credit value: 2

Guided learning hours: 20

Unit Purpose:

This unit aims to equip learners with the knowledge and skills needed to establish a blog.

Unit assessment requirements/evidence requirements

Assessment must be carried out in real workplace environment in which learning and human development takes place. All written reports, the blog URL, and reflective essay must be submitted by the specified deadline. Evidence of social media engagement and analytics must be included as part of the assessment.

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 06: SETTING UP A BLOG

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type	Evidence Ref. Page No.
LO 1: Understand the fundamentals of domain hosting	1.1	Define domain name		
	1.2	Explain the role of domain name in the context of a website		
	1.3	Describe the structure of a domain name		
	1.4	Describe the process of registering a domain name		
	1.5	Define web hosting		
	1.6	Describe types of web hosting (e.g., shared hosting, VPS hosting, dedicated hosting, cloud hosting, etc.)		
	1.7	Demonstrate how to link a domain to the hosting server		
	1.8	Configure all initial settings		
LO 2: Understand blog themes customization techniques	2.1	Define a theme		
	2.2	Explain the role of theme in the design and functionality of a blog		
	2.3	Describe components of a theme, such as layout, color schemes, typography, and widgets		
	2.4	Apply a selected theme to a blog or website and adjust it according to specific requirements.		
	2.5	Customize a chosen theme to meet the blog's or website's design and functional needs.		
LO 3: Understand user experience (UX)	3.1	Define user experience (UX) and its importance in website design.		
	3.2	Describe basic UX principles, such as usability, navigation, accessibility, and visual hierarchy.		
	3.3	Explain how themes and customization choices impact overall user experience and website interaction.		

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. Page No.			
LO 4: Design a logo	4.1	Define a logo									
	4.2	Explain the purpose of a logo in branding and visual identity.									
	4.3	Explain how a logo should align with the brand's overall visual identity.									
	4.4	Develop multiple logo concepts based brand requirements.									
	4.5	Create a logo using design software (e.g., Adobe Illustrator, CorelDRAW, or other vector-based tools)									

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

UNIT 7: SEARCH ENGINE OPTIMIZATION (SEO) FUNDAMENTALS

Unit reference number: ICT/DCC/L3/007

QCF level: 3

Credit value: 3

Guided learning hours: 30

Unit Purpose:

This unit aims to equip learners with knowledge and skills of Search Engine Optimization (SEO) techniques and strategies for digital contents.

Unit assessment requirements/evidence requirements

Assessment must be carried out in real workplace environment in which learning and human development takes place. All written reports, the blog URL, and reflective essay must be submitted by the specified deadline. Evidence of social media engagement and analytics must be included as part of the assessment.

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 07: SEARCH ENGINE OPTIMIZATION (SEO) FUNDAMENTALS

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA	Evidence Type				Evidence Ref. Page No.			
The learner will:		The learner can:								
LO 1: Understand search engine concepts	1.1	Explain search engine								
	1.2	Explain the functions of search engines								
	1.3	Describe the components of a search engine (such as search algorithms, web crawlers, and indexes).								
	1.4	Explain how search engine crawlers (bots) navigate the web								
	1.5	Explain how search engines index web pages								
LO 2: Know keyword research	2.1	Identify high-impact keywords relevant to a niche and target audience using keyword research tools								
	2.2	Evaluate keyword metrics (e.g. search volume, competition, keyword difficulty etc) to select the most effective keywords for a content								
	2.3	Develop a content strategy that includes targeted keywords.								
LO 3: Implement On-page and off-page SEO techniques	3.1	Describe on-page SEO elements (eg. meta tags, headings, keyword usage, and content optimization).								
	3.2	Explain off-page SEO factors (eg. backlinks, social signals, and domain authority).								

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA	Evidence Type	Evidence Ref. No.	Page No.
The learner will:		The learner can:			
	3.3	Use elements from On-page techniques to improve the SEO of a digital content			
	3.4	Use factors from Off-page techniques to improve the SEO of a digital content			
LO 4: Improve website speed and mobile-friendliness	4.1	Explain how user experience (UX) factors impact search engine rankings.			
	4.2	Use digital tools to evaluate website speed.			
	4.3	Evaluate the performance issues of digital content channels (eg. User experience (UX), responsiveness etc.)			
	4.4	Compress and resize images to reduce file sizes without compromising quality.			
	4.5	Configure browser caching to decrease page load times.			
	4.6	Configure server-side caching to decrease page load times.			
	4.7	Apply responsive design principles			

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

UNIT 8: CONTENT VISIBILITY STRATEGIES

Unit reference number: ICT/DCC/008/L3

QCF level: 3

Credit value: 2

Guided learning hours: 20

Unit Purpose:

This unit aims to provide learners with knowledge and skills of techniques in enhancing digital content visibility, audience reach, and engagement.

Unit assessment requirements/evidence requirements

Assessment must be carried out in real workplace environment in which learning and human development takes place. All written reports, the blog URL, and reflective essay must be submitted by the specified deadline. Evidence of social media engagement and analytics must be included as part of the assessment.

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 08: CONTENT VISIBILITY STRATEGIES

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA	Evidence Type				Evidence Ref. Page No.			
The learner will:		The learner can:								
LO 1: Implement effective social media marketing strategies	1.1	Select appropriate social media platforms based on their target audience, content type, and marketing goals.								
	1.2	Develop engaging content tailored to a social media platform								
	1.3	Design strategies to engage with the audience								
	1.4	Implement social media advertisements (e.g. sponsored posts and paid promotions, etc)								
	1.5	Use analytics tools to track key performance metrics, such as reach, engagement rate, click-through rate, and conversion rate.								
	1.6	Develop strategies to address and manage negative feedback or social media crisis								
LO 2: Execute effective email marketing campaigns	2.1	Develop strategies to build and manage an email subscriber list								
	2.2	Design email marketing campaigns that align with the objectives and target audience								
	2.3	Create compelling email content using personalization techniques								
	2.4	Design visually appealing and mobile-friendly email templates using images, graphics, and other								

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA	Evidence Type	Evidence Ref. No.
The learner will:		The learner can:		
		visual elements to make emails more engaging		
	2.5	Set up automated email workflows for tasks		
LO 3: Create a pitch for a guest blog post	3.1	Identify suitable blogs or websites for guest posting opportunities		
	3.2	Use networking strategies to establish relationships with blog editors or owners.		
	3.3	Create a compelling pitch proposing an idea for a guest blog post		
	3.4	Incorporate feedback from editors or peers to improve the quality and impact of their guest posts.		
LO 4: Implement offline strategies to promote a blog	4.1	Identify relevant offline events (e.g., conferences, local meetups)		
	4.2	Develop offline promotional materials (e.g. business cards, flyers, or brochures that include blog details and call-to-action)		
	4.3	Implement a strategy for distributing print materials in relevant locations or at events.		

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

UNIT 9: MONETIZATION STRATEGIES

Unit reference number: ICT/DCC/009/L3

QCF level: 3

Credit value: 2

Guided learning hours: 20

Unit Purpose:

This unit aims to provide learners with knowledge and skills in monetizing digital content.

Unit assessment requirements/evidence requirements

Assessment must be carried out in real workplace environment in which learning and human development takes place. All written reports, the blog URL, and reflective essay must be submitted by the specified deadline. Evidence of social media engagement and analytics must be included as part of the assessment.

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 09: MONETIZATION STRATEGIES

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA	Evidence Type	Evidence Ref. No.	Page No.
The learner will:		The learner can:			
LO 1: Incorporate affiliate marketing into digital content channels	1.1	Define affiliate marketing			
	1.2	Select appropriate affiliate programs			
	1.3	Integrate affiliate links into digital posts			
	1.4	Explain legal and ethical standards required in affiliate relationships.			
LO 2: Incorporate sponsored content into blogs	2.1	Define Sponsored content			
	2.2	Identify a brand to promote their products or services for a sponsored post.			
	2.3	Develop compelling proposals for sponsored content			
	2.4	Create high-quality sponsored content that aligns with the blog			
	2.5	Demonstrate the ability to negotiate terms and agreements with sponsors			
LO 3: Create digital products	3.1	Identify market needs for digital products that aligns with a niche and audience.			
	3.2	Develop a clear concept for a digital product that addresses identified needs			
	3.3	Utilize appropriate tools and platforms to produce and format the digital product			
LO 4: Advertise digital products	4.1	Create compelling promotional material			
	4.2	Identify sales channels			
	4.3	Set up sales channels			
	4.4	Execute marketing campaigns to promote the digital product			

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA	Evidence Type				Evidence Ref. Page No.			
The learner will:		The learner can:								
LO 5: Understand how to sell digital products	5.1	Establish a pricing strategy that reflects the value of the digital product								
	5.2	Implement systems for processing transactions and delivering digital products to customers smoothly								
	5.3	Provide effective customer support to handle inquiries or issues related to the digital product.								
	5.4	Monitor sales data to assess performance of the digital product								
	5.5	Analyze sales data to identify areas for improvement								
	5.6	Use customer feedback to refine and enhance the digital product and sales strategy								
LO 6: Build email lists for targeted marketing purposes	6.1	Create email sign-up forms and landing pages to capture subscriber information effectively								
	6.2	Strategically place sign-up forms on the blog								
	6.3	Develop compelling lead magnets (e.g., eBooks, checklists, templates) that provide value to potential subscribers								
	6.4	Utilize email marketing tools to manage and organize the email list								
LO 7 Explore advertising options	7.1	Describe different advertising options (e.g. Google AdSense and display ads)								
	7.2	Compare various advertising platforms and networks								
	7.3	Select the most suitable options for the niche and audience.								
	7.4	Create an account with advertising networks like Google AdSense.								
	7.5	Develop ad campaigns (selecting targeting options and ad formats that align with the digital content goals)								
	7.6	Manage the ad campaigns.								

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA	Evidence Type	Evidence Ref. No.	Page No.
The learner will:		The learner can:			
LO 8 Implement other strategies to earn passive income through digital channels	8.1	Identify passive income opportunities relevant to some digital channels			
	8.2	Configure advertising options to generate passive income from ad placements			
	8.3	Implement content scheduling and automation to continuously attract traffic			
	8.4	Utilize automation tools to optimize income streams			
	8.5	Develop plans for scaling passive income streams			

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

UNIT 10: BLOG ANALYTICS & PERFORMANCE IMPROVEMENT

Unit reference number: ICT/DCC/010/L3

QCF level: 3

Credit value: 3

Guided learning hours: 30

Unit Purpose:

This unit aims to equip learners with the knowledge and skills in blog performance analysis and data-driven strategy implementation

Unit assessment requirements/evidence requirements

Assessment must be carried out in real workplace environment in which learning and human development takes place. All written reports, the blog URL, and reflective essay must be submitted by the specified deadline. Evidence of social media engagement and analytics must be included as part of the assessment.

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 10: BLOG ANALYTICS & PERFORMANCE IMPROVEMENT

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA	Evidence Type					Evidence Ref. Page No.			
The learner will:		The learner can:									
LO 1: Utilize analytics tools	1.1	Create a Google Analytics account for the blog									
	1.2	Configure a Google Analytics account for the blog									
	1.3	Customize Google Analytics dashboards and report									
	1.4	Use Google Analytics to analyze blog traffic patterns									
LO 2: Track Metrics	2.1	Identify trends and patterns to gain insights into user behavior and content performance.									
	2.2	Evaluate the performance of individual blog posts and pages,									
	2.3	Identify metrics such as page views, average session duration, and bounce rates.									
	2.4	Use built-in analytics tools provided by blogging platforms (e.g., WordPress, Medium) to track engagement metrics such as likes, shares, comments, and page views.									
LO 3: Adjust Strategies Based on Performance Data	3.1	Use data insights to make informed decisions on increasing overall blog performance									
	3.2	Interpret key performance metrics (e.g., traffic, engagement, conversion rates) to understand the effectiveness of blogging strategies									
	3.3	Use insights from data to refine and optimize content strategies (e.g. adjusting topics, improving content quality or modifying publishing schedules).									

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

UNIT 11: BLOG MAINTENANCE ESSENTIALS

Unit reference number: ICT/DCC/011/L3

QCF level: 3

Credit value: 3

Guided learning hours: 30

Unit Purpose:

This unit aims to equip learners with the knowledge and skills to manage and maintain a blog effectively.

Unit assessment requirements/evidence requirements

Assessment must be carried out in real workplace environment in which learning and human development takes place. All written reports, the blog URL, and reflective essay must be submitted by the specified deadline. Evidence of social media engagement and analytics must be included as part of the assessment.

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 11: BLOG MAINTENANCE ESSENTIALS

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA	Evidence Type				Evidence Ref. Page No.			
The learner will:		The learner can:								
LO 1: Update blog content	1.1	Update content to reflect current trends, developments, or changes in the subject matter.								
	1.2	Identify all factual information in updated content								
	1.3	Select relevant keywords and phrases to use on updated content								
	1.4	Review content to better meet user needs and expectations								
	1.5	Examine and update internal and external site links to ensure they are functional and lead to relevant content.								
	1.6	Develop detailed records and clear reports of content updates, including what changes were made and the reasons for those updates								
LO 2: Manage blog comments	2.1	Demonstrate ability to review and moderate comments								
	2.2	Describe how to respond to comments in a thoughtful and constructive manner								
	2.3	Demonstrate ability to manage conflicts or disagreements in comments								
	2.4	Explain comment policy								
	2.5	Identify and filter out spam, inappropriate, or abusive comments								
	2.6	Maintain records of comment management activities								

LO 3: Troubleshoot technical issues related to blog functionality and performance	3.1	Identify diagnostic tools and platforms (e.g. browser developer tools or website performance analyzers) to troubleshoot blog issues										
	3.2	Identify technical issues affecting blog functionality (e.g Incorrect indexing, slow page speed, broken links etc).										
	3.3	Use technical tools to resolve identified issues.										
	3.4	Analyze the root cause of technical problems to address underlying issues										
	3.5	Test the implemented solutions										
	3.6	Utilize support resources (e.g. forums, help documentation, or professional assistance)										
LO 4 Implement a comprehensive backup strategy for the blog	4.1	Develop a detailed backup plan										
	4.2	Choose appropriate backup tools or services										
	4.3	Set up automated backup processes										
	4.4	Perform manual backups when necessary										
	4.5	Use reliable and secure storage solutions for backup files										
	4.6	Develop a disaster recovery procedure										
	4.7	Document the disaster recovery procedure										
LO 5 Implement security best practices to protect the blog	5.1	Describe, unique passwords and multi-factor authentication (MFA)										
	5.2	Explain user roles and permissions										
	5.3	Explain the importance of regular updates, patches and backups										

	5.4	Describe data encryption											
	5.5	Configure firewall											
	5.6	Install security Plugins											
	5.7	Describe monitoring tools and alerts											
	5.8	Install monitoring tools to track and log user activities											
	5.9	Configure alerts for suspicious activities, unauthorized access attempts, or potential security incidents											
LO 6 Understand Domain and Hosting Management	6.1	Configure Domain Name System (DNS) settings (like A records, CNAME, and MX records.)											
	6.2	Explain the process for renewing a domain to prevent expiration											
	6.3	Describe how to transfer a domain between registrars											
	6.4	Use file transfer protocols (FTP), file managers, or command-line tools to upload, organize, and modify files.											

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

UNIT 12: LEGAL AND ETHICAL CONSIDERATIONS IN DIGITAL CONTENT CREATION

Unit reference number: ICT/DCC/012/L3

QCF level: 3

Credit value: 2

Guided learning hours: 20

Unit Purpose:

This unit aims to equip learners with the knowledge and skills to create digital content in compliance with legal and ethical standards.

Unit assessment requirements/evidence requirements

Assessment must be carried out in real workplace environment in which learning and human development takes place. All written reports, the blog URL, and reflective essay must be submitted by the specified deadline. Evidence of social media engagement and analytics must be included as part of the assessment.

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 012: LEGAL AND ETHICAL CONSIDERATIONS IN DIGITAL CONTENT
CREATION**

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA	Evidence Type				Evidence Ref. Page No.			
The learner will:		The learner can:								
LO 1: Understand copyright protection for digital content.	1.1	Explain the fundamental concepts of copyright law								
	1.2	Explain the scope of rights in copyright protection.								
	1.3	Describe how to obtain proper permissions or licenses for using copyrighted materials								
	1.4	Apply correct attribution practices when using copyrighted materials								
	1.5	Describe the four factors of fair use								
	1.6	Differentiate between Creative Commons and Public Domain								
	1.7	Identify common practices that may lead to copyright infringement								
	1.8	Describe how to respond to copyright infringement complaints or takedown requests								
LO 2: Understand privacy principles and requirements	2.1	Explain the key principles of the Nigeria Data Protection Act (NDPA)								
	2.2	Define what constitutes personal data under NDPA								
	2.3	Identify examples of personal data relevant to digital contents.								
	2.4	Implement mechanisms for obtaining explicit consent from users before collecting personal data								
	2.5	Create transparent privacy notices or policies that inform users about what data is collected								

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA	Evidence Type				Evidence Ref. Page No.			
The learner will:		The learner can:								
	2.6	Publish transparent privacy notices or policies that inform users about what data is collected								
	2.7	Implement procedures to handle requests for data erasure or deletion								
	2.8	Develop procedures for detecting, reporting, and managing data breaches								
	2.9	Implement procedures for detecting, reporting, and managing data breaches								
LO 3: Implement disclosure and transparency practices	3.1	Communicate the presence of affiliate links in blog post								
	3.2	Label sponsored content appropriately								
	3.3	Describe how to accurately attribute sources of information								
	3.4	Identify and disclose any potential conflict of interest								
LO 4 Prevent plagiarism in digital contents	4.1	Utilize plagiarism detection tools and software								
	4.2	Perform manual checks for common types of plagiarism								
	4.3	Paraphrase content effectively while maintaining proper attribution.								
LO 5 Apply online ethics to digital content	5.1	Explain Respectful Communication on digital content channels.								
	5.2	Describe Honest and Transparent Content								
	5.3	Discuss how to respect reader's Privacy and Confidentiality								

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA	Evidence Type	Evidence Ref. No.	Page No.
The learner will:		The learner can:			
LO 6 Understand blogging regulations and compliance requirements	6.1	Explain key regulations that impact blogging			
	6.2	Identify specific areas of blogging that are subject to regulation			
	6.3	Implement practices to disclose any financial or material connections that may influence content			
	6.4	Develop a comprehensive privacy policy			
	6.5	Explain what to do when faced with complex legal issues related to blogging			
	6.6	Follow ethical guidelines related to blogging practices			

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

UNIT 13: DIGITAL CONTENT BUSINESS GROWTH STRATEGIES

Unit reference number: ICT/DCC/013/L3

QCF level: 3

Credit value: 2

Guided learning hours: 20

Unit Purpose:

This unit aims to provide learners with knowledge and skills in scaling and optimizing digital content for business growth.

Unit assessment requirements/evidence requirements

Assessment must be carried out in real workplace environment in which learning and human development takes place. All written reports, the blog URL, and reflective essay must be submitted by the specified deadline. Evidence of social media engagement and analytics must be included as part of the assessment.

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 12: DIGITAL CONTENT BUSINESS GROWTH STRATEGIES

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA	Evidence Type				Evidence Ref. Page No.			
The learner will:		The learner can:								
LO 1: Scale digital content effectively	1.1	Develop strategies to increase content readership								
	1.2	Implement strategies to increase content readership								
	1.3	Create strategies that supports content scaling								
	1.4	Implement strategies that supports content scaling								
	1.5	Optimize content performance to handle increased traffic								
	1.6	Describe how to upgrade hosting plans								
	1.7	Implement scalable infrastructure solutions								
LO 2: Manage outsourced resources	2.1	Evaluate needs to determine tasks or roles to be outsourced								
	2.2	Develop job descriptions that outline the responsibilities, skills, and qualifications required for outsourced positions								
	2.3	Develop project briefs that outline tasks.								
	2.4	Utilize various channels to source potential hires or contractors								
	2.5	Develop an on-boarding process to familiarize new hires or contractors with objectives, workflows, and expectations.								
	2.6	Implement effective project management practices to oversee the								

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA	Evidence Type				Evidence Ref. Page No.			
The learner will:		The learner can:								
		work of hired personnel or contractors								
LO 3: Manage multiple income streams	3.1	Identify various monetization opportunities relevant to digital content.								
	3.2	Analyze the market and audience to determine which income streams align with the content, audience interests, and niche								
	3.3	Analyze revenue data to understand the performance of different income streams								
	3.4	Identify opportunities to scale successful income streams, such as increasing product offerings								
LO 4 Build a personal or business brand	4.1	Define and explain the key brand elements								
	4.2	Develop a distinct and consistent brand voice and tone that aligns with the target audience								
	4.3	Identify the unique value proposition of your brand								
	4.4	Explain the need for visual consistency in branding.								
LO 5 Implement long-term strategies that ensure sustained growth	5.1	Establish a clear vision and set long-term goals.								
	5.2	Develop a comprehensive roadmap outlining key milestones, action steps, and timelines for achieving long-term objectives								
	5.3	Implement strategies to diversify content formats and topics								

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA	Evidence Type				Evidence Ref. Page No.			
The learner will:		The learner can:								
	5.4	Implement retention tactics to keep the audience coming back								
LO 6 Adapt to future trends and emerging technologies in digital content creation.	6.1	Conduct research to identify emerging trends and technologies in the industry								
	6.2	Explore new technologies and tools that enhance capabilities								
	6.3	Implement new technologies and tools that enhance capabilities								
	6.3	Adapt content strategies to align with changing audience preferences and consumption patterns								
	6.4	Explore new monetization opportunities arising from emerging trends								

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

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