



# **NATIONAL SKILLS QUALIFICATION**

**LEVEL: 3**

**TITLE: *SOCIAL MEDIA COMMUNICATION***

**YEAR: 2024**

**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	
<b>TOTAL</b>			<b>25</b>	<b>250</b>	

**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	
<b>TOTAL</b>			<b>8</b>	<b>80</b>	

## 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. Page No.			
<b>LO 1:</b> 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.								
<b>LO 2:</b> 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:  <ul style="list-style-type: none"> <li>• Severe weather conditions</li> <li>• Severe vibration</li> <li>• Pollution, etc.</li> </ul>								
<b>LO 3:</b> 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:  <ul style="list-style-type: none"> <li>• Maintain alertness on the job</li> <li>• Promote safety awareness</li> <li>• Observe rest cycle</li> <li>• Use PPE, etc.</li> </ul>								

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA  The learner can:	Evidence Type				Evidence Ref. Page No.			
	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.
<b>LO 1:</b> 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. <ul style="list-style-type: none"> <li>• blogging</li> <li>• micro-blogging</li> <li>• sharing media elements (i.e., image, video)</li> <li>• social actions such as tagging, voting, commenting</li> <li>• Etc</li> </ul>		
	1.4	Analyze social media communication and audience expectations.		
	1.5	Explain online interactional behaviour.		
<b>LO 2:</b> 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. <ul style="list-style-type: none"> <li>• Information gathering and processing</li> <li>• Problem solving</li> <li>• Audience analysis</li> <li>• Written, oral and visual mastery</li> </ul>		
	2.4	Adapt techniques for more confident and effective communication. <ul style="list-style-type: none"> <li>• Communicating with empathy</li> <li>• Emotional Intelligence and rapport building</li> </ul>		
	2.5	Review the capacity for critical and creative thinking.		
<b>LO 3:</b>	3.1	Compose for online communication.		
	3.2	Develop persuasive content development skills.		



LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA	Evidence Type				Evidence Ref. Page No.			
The learner will:		The learner can:								
Prepare to communicate online	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.								
<b>Learners Signature:</b>			<b>Date:</b>							
Assessors Signature:			Date:							
IQA Signature (if sampled)			Date:							
<b>EQA Signature (if sampled)</b>			<b>Date:</b>							

### 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. Page No.			
<b>LO 1:</b> 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: <ul style="list-style-type: none"><li>• Systems Analysts</li><li>• Software Developers</li><li>• Database Administrators (DBAs)</li><li>• Network Engineers</li><li>• Security Analysts</li><li>• Help Desk Technicians, etc.</li></ul>								
	1.4	Identify team members in a work environment.								
<b>LO 2:</b> 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.								
<b>LO 3:</b> 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 effective communication and collaboration with other team members.								

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA  The learner can:	Evidence Type				Evidence Ref. Page No.			
	3.4	Identify information that may affect other workers.								

<b>Learners Signature:</b> Assessors Signature: IQA Signature (if sampled)	<b>Date</b> Date: Date:
<b>EQA Signature (if sampled)</b>	<b>Date:</b>

## 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:**

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 04: PRINCIPLES OF SOCIAL MEDIA COMMUNICATION

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA	Evidence Type				Evidence Ref. Page No.			
The learner will:		The learner can:								
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.			
<b>LO 1:</b> 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.								
<b>LO 2:</b> 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.								
<b>LO 3:</b> 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.								
<b>LO 4:</b> 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.								
	4.6	Demonstrate how to schedule content to deliver at scheduled intervals.								
	4.7	Monitor and evaluate content marketing efforts.								



<b>Learners Signature:</b>	<b>Date:</b>
Assessors Signature:	Date:
IQA Signature (if sampled)	Date:
<b>EQA Signature (if sampled)</b>	<b>Date:</b>

## 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. Page No.			
<b>LO 1:</b> 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.								
<b>LO 2:</b> 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.								
<b>LO 3:</b> 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.
<b>LO 1:</b>  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.		
<b>LO 2:</b>  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.		
<b>LO 3:</b>  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.		
<b>LO 4:</b>  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.		

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA  The learner can:	Evidence Type	Evidence Ref. No.	Page No.
The learner will:					
	4.6	Analyze how and why content “goes viral.”			
<b>LO 5:</b>  Implement strategy measurement and monitoring	5.1	Monitor what people are saying about 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.			
<b>LO 6:</b> 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)		PERFORMANCE CRITERIA	Evidence Type				Evidence Ref. Page No.			
The learner will:		The learner can:								
<b>LO 1:</b> 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.								
<b>LO 2:</b> 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.								
<b>LO 3:</b> 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.								
<b>LO 4:</b> 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.)								
<b>LO 5:</b>	5.1	Identify social media optimization tools								



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

<b>Learners Signature:</b>	<b>Date:</b>
Assessors Signature:	Date:
IQA Signature (if sampled)	Date:
<b>EQA Signature (if sampled)</b>	<b>Date:</b>

## 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. Page No.
<b>LO 1:</b> 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.		
<b>LO 2:</b> 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.		
<b>LO 3:</b> 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.		
<b>LO 4:</b> 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.		

LEARNING OBJECTIVE (LO)  The learner will:		PERFORMANCE CRITERIA  The learner can:	Evidence Type	Evidence Ref. Page No.			
LO 5: Integrate social advertising into a wider strategy	5.1	Maintain consistency with your creative and brand tone of voice.					
	5.2	Monitor the competition.					
	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)		PERFORMANCE CRITERIA	Evidence Type					Evidence Ref. No.		Page
The learner will:		The learner can:								
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.								
<div><div>Learners Signature:</div><div>Assessors Signature:</div><div>IQA Signature (if sampled)</div><div>EQA Signature (if sampled)</div></div> <div><div>Date:</div><div>Date:</div><div>Date:</div><div>Date:</div></div>										

## 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 No.
<b>LO 1:</b>  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.		
<b>LO 2:</b>  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.		
<b>LO 3:</b>  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.		
<b>LO 4:</b>  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)  The learner will:		PERFORMANCE CRITERIA  The learner can:	Evidence Type	Evidence Ref. Page No.
<b>LO 1:</b> 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.		
<b>LO 2:</b> 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.		
<b>LO 3:</b> 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. <ul style="list-style-type: none"> <li>• Twitter in a crisis.</li> <li>• Facebook in a crisis.</li> <li>• YouTube and multimedia in a crisis.</li> <li>• Google in a crisis: crisis search communications.</li> <li>• Instagram in a crisis.</li> <li>• Etc.</li> </ul>		
<b>LO 4:</b> 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.		

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA  The learner can:	Evidence Type				Evidence Ref. Page No.			
<b>LO 5:</b> Respond to social media crisis	5.1	Explain the use of stakeholders during social media crisis situations.								
	5.2	Explain online influencers' usage during crisis situations.								
	5.3	Demonstrate how to communicate prepared crisis response to cushion crisis effects.								
<b>LO 6:</b> 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.			
<b>LO 1:</b> 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.									
<b>LO 2:</b> 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.									
<b>LO 3:</b> 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.									
<b>LO 4:</b> 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.									
<b>LO 5:</b> 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.									

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA	Evidence Type	Evidence Ref. Page No.
The learner will:		The learner can:		

**Learners Signature:**

**Date:**

Assessors Signature:

Date:

IQA Signature (if sampled)

Date:

**EQA Signature (if sampled)**

**Date:**

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