

Unit Title: Engaging with Social Media
Level: One
Credit Value: 1
GLH: 9
NOCN Unit Code: KB2/1/MR/002
QCA Unit Reference Code:

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Be able to engage with social media site content.	1. Select appropriate and relevant content. 2. Identify the context of chosen content. 3. Select the most appropriate engagement method. 4. Outline how to use preferred content.
1. Understand reasons for posting content on a social media site.	1. Give examples of the motivation behind creating content for a social media site.
1. Know how to respond to relevant social media content.	1. Identify a variety of mechanisms to respond to social media content. 2. Identify a preferred method to respond. 3. Identify appropriate and inappropriate content of response. 4. Respond appropriately. 5. Identify responses and respond if appropriate.

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ASSESSMENT INFORMATION

Guidance:

This grid gives details of the assessment activities to be used with the unit attached. Please refer to the NOCN Handbook for definitions of each activity and the expectations for assessment practice and evidence for moderation.

The assessment activities for this unit are indicated in the table below:

Key: **P = Prescribed** – this assessment method *must* be used to assess the unit.
O = Optional – this assessment method *could* be used to assess the unit.

Case study		Project	
Written question & answer/ test/exam		Role play/simulation	
Essay		Practical demonstration	P
Report		Group discussion	O
Oral question and answer	O	Performance/exhibition	
Written description	O	Production of artefact	
Reflective log / diary		Practice file	

Signposting Key Skills

This unit offers clear opportunities for learners to provide evidence of achievement in Key Skills achievement in the following skill area/s:

Key Skill		Wider Key Skill	
Communication	✓	Working with others	✓
Information Technology	✓	Problem solving	

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Application of Number		Improving Own Learning and Performance	✓
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QCA Unit Reference Code:
Accredited Start date:
Accredited End date:
Unit Sector/Subject area:
Unit Grading System: PASS
Availability for Use:

Purpose and Aim of the Unit	The purpose of this unit is to enable learners to use social media sites.
Restrictions on the Availability	Free Text or N/A
Additional Assessment Requirements	Free Text or N/A
Details of relationship between the Unit and the NOS	Free Text or N/A
Details of relationship between the Unit and Standards (not NOS)	Free Text or N/A
Endorsement of the Unit by	Free Text or N/A