

Specification of Competency Standards
for the Information & Communications Technology Industry
Unit of Competency

Functional Area - Marketing Management

Title	Develop social media contents for marketing
Code	108050L3
Description	This unit of competency applies to all digital marketing practitioners who are involved in creating social media contents for marketing. Social media can foster a culture of self-expression and an exchange of ideas from both consumers and businesses. However, one cannot just waltz into a conversation, make demands, collect comments and collateral materials, and walk away. The practitioner, as well as creating and posting captivating contents, he/she needs to respect fellow community members and follow the proper engagement etiquettes.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for developing social media contents for marketing</p> <ul style="list-style-type: none"> • Possess strong reading, writing, and grammar skills • Possess good interpersonal skills and able to work collaboratively to all level of people • Possess good awareness of social media practices and etiquettes as well as the organisation guideline for social media marketing practices • Possess good understanding of marketing and various social media platforms • Possess good knowledge and skills to operate various social media content creation tools • Possess some basic knowledge of graphic design, video editing and other graphic editing <p>2. Develop social media contents for marketing:</p> <ul style="list-style-type: none"> • Comprehend the required marketing objectives • Work with team members to identify best social channel (pick and choose most suited social communities) and content strategy for the marketing campaign • Identify suitable tools for creating the required social media content. For example: <ul style="list-style-type: none"> ○ AddThis, ShareThis ○ Facebook Ads ○ Buffer ○ Shorify ○ Hootsuite • Create social media content that is memorable (tells a story, plays to audience emotions, promotes engagement) and shareable, as opposed to disposable. It can be in variety of formats, including a catchy slogan, messages in different fonts that attract attention, a clever ad, a viral video, or a witty meme, etc. • Create a content calendar documenting when the content are planned to be shared via social media to maintain followers and keep those followers interested • Assist or help the digital marketing team to monitoring the effectiveness of the social media campaign <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Follow the Code of Ethics for Bloggers, Social Media and Content Creators • Produce the contents that can deliver the marketing message and linked with audiences
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to:

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	<ul style="list-style-type: none">• Understand the objectives and requirements of the social media marketing campaign and can create social media contents that fulfills the campaign objectives• Select the most suitable social media channel for the marketing campaign• Create the social media contents that are correctly targeted, commutative, can attract the attention of the audience and entice the audience to participate• Create social media content that complied with the organisation's guidelines for social media marketing practices
Remark	