

Specification of Competency Standards
for the Import and Export Industry
Unit of Competency

Functional Area - Digital Marketing

Title	Create marketing social media content
Code	110965L4
Range	This unit of competency is applicable to practitioners in the import and export industry who are responsible for creating and producing marketing social media content to maintain customer relationships.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Possess knowledge of creating marketing social media content</p> <ul style="list-style-type: none"> • Identify customer relationships and select appropriate solutions • Examine the operation of social media platforms • Establish concepts for creating marketing social media content • Apply knowledge and skills in social media content creation • Identify relevant regulations and policies • Apply graphic design and video editing skills <p>2. Create marketing social media content</p> <ul style="list-style-type: none"> • Create and produce appropriate social media content based on marketing strategies and customer relationships • Plan social channels and content according to marketing strategies • Use social media tools to create social media content • Collaborate with digital marketing teams to monitor the performance of social media activities • Publish social media content <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Create marketing social media content based on marketing strategies • Monitor social media content in accordance with the legal requirements of the target markets
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable of creating and producing marketing social media content according to marketing strategies and relevant regulations
Remark	----