

Specification of Competency Standards
for the Printing & Publishing Industry
Unit of Competency

Functional Area - 跨媒體服務

Title	Master social media platform
Code	106360L5
Range	In the era of digital communication and entertainment, and with the rapid replacement of desktop by mobile communications, social media provides a convenient platform for socializing and networking. Facebook, Twitter, Yahoo, Google, Youtube, Skype, Whatsapp, Wechat, Weibo are representatives of commonly used social media platforms, while LinkedIn, Classmates, Scribd, Yelp, Openrice are representatives of social media platforms for particular uses or special interests. It is important to master the creation of media to generate hot topics among social media platforms and lead to desirable actions.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know the characteristics of different social media platforms. 2. Master the use of different social media platforms. <ul style="list-style-type: none"> • Master how to gain a large number of friends or followers on social media platforms, and maintain their support and active engagement with them in the long run. • Master the linkage of groups across different social media platforms to allow hot topics to be spread from one platform to another. 3. Master how to create media for hot topics among social media platforms, and trigger desirable actions.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Be able to master the creation of hot topics and trigger desirable actions. • Be able to master the use of social media platforms.
Remark	