Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Website Design and Development

Title	Manage and operate online social media applications
Code	107203L2
Description	Manage and operate different social media web applications to assist in the operation of retail businesses such as promotion and sales.
Level	2
Credit	6 （For Reference Only）
Competency	Performance Requirements 1. Recognize social media online applications - Understand the characteristics, advantages, and shortcomings of various social media (such as book, Weibo, Instagram, Whatsapp, etc.) - Understand the characteristics of social media in the promotion and sales activities 2. Manage social media online applications and content - Apply social media online applications such as social media accounts, manage and set social media accounts or groups, and set up security (such as access, privacy, and confidentiality) for users or groups associated with social media accounts) - Manage social media content such as publishing or broadcasting, updating, deleting social media content and archiving, backing up and restoring social media content 3. Exhibit professionalism - Apply social media online applications to assist in the operation of the retail industry. - Ensure the relevance and legitimacy of social media content.
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: Manage and operate social media web applications to help promoting products and services.
Remark	