

**ICDL Social Media Certificate** enables you to develop knowledge and skills in using social media resources effectively and operate safely with computers and a range of mobile devices and to be aware of online threats as well as search effectively for information. Whatever your role in society is, these set of skills are essential for you. You can achieve your ICDL Social Media Certification by completing the 3 ICDL Social Media modules.



## 1- SOCIAL MEDIA



This module will enable candidates to develop their knowledge and skills in using social media resources effectively both in their personal and professional lives. Candidates will understand why organisations use social media and be aware of the resources necessary for an organisation to use social media tools effectively and safely.

On completion of this module the candidate will be able to:

- Know the fundamentals of creating and managing social media presences on common social media platforms both for personal and business purposes.
- Understand how different social media platforms can be used by organisations to target different audiences.
- Understand how various social media platforms can be used to promote their organisation as well as its products and services.
- Be aware of the responsibilities associated with the safe use of social media and will be aware of privacy and data protection issues.
- Appreciate the importance of managing online reputation and will understand the need for organisations to have a social media online reputation plan.
- Know how to develop a simple social media policy document for an organisation to monitor online conversations.
- Understand how to prevent a social media crisis and how to respond to such a crisis.

### WHAT ARE THE BENEFITS OF THIS MODULE?

- Covers the skills needed to understand the main concepts relating to social media.
- Certifies best practice in effective use of social media.
- Developed with input from social media users subject matter experts and practicing social media professionals from all over the world. This process ensures the relevance and range of module content.

### SYLLABUS OUTLINE

CATEGORY	SKILL SET
New Opportunity	<ul style="list-style-type: none"> <li>• New reasons</li> <li>• New ways</li> </ul>
Plan	<ul style="list-style-type: none"> <li>• Apply</li> <li>• Resource</li> </ul>
Go social	<ul style="list-style-type: none"> <li>• Social Networks</li> <li>• Facebook</li> <li>• Google+</li> <li>• Twitter</li> <li>• Blogger</li> <li>• Video</li> <li>• LinkedIn</li> </ul>
Other	<ul style="list-style-type: none"> <li>• Delicious</li> <li>• Flickr</li> <li>• Pinterest</li> <li>• Infographics</li> <li>• Podcasting</li> </ul>
Awareness Influence and Policies	<ul style="list-style-type: none"> <li>• Awareness</li> <li>• Influence</li> <li>• Policies</li> </ul>

## 2- CYBER SAFETY



This module provides candidates with the skills and knowledge required to safely use computers and a range of mobile devices and to be aware of online threats. Candidates will recognise the need to safeguard personal information on computers and mobile devices and will recognise the threats posed by Internet criminals and scams.

On completion of this module the candidate will be able to:

- Be aware of the information contained in smart devices and how it is shared online.
- Know how to set appropriate security features for smart devices to guard against security threats and prevent unauthorised access to the device and the data it contains.
- Recognise the risks in everyday use of the Internet and know how to protect themselves when shopping online.
- Be aware of the implications of putting personal information on social networking sites and be aware of privacy issue.
- Be aware of some of the dangers associated with social networking, including inappropriate content, age verification issues, access to profiles and the potential for predators.
- Understand the threats posed by viruses and will know the importance of using anti-virus software and firewalls.
- Know about back-up procedures and good password practices as well as knowing how to filter email for spam and the importance of scanning email attachments before opening them.

### WHAT ARE THE BENEFITS OF THIS MODULE?

- Covers the skills needed to understand the main concepts relating to cyber safety.
- Certifies best practice in effective use of cyber safety.
- Developed with input from cyber safety users, subject matter experts and practicing cyber safety professionals from all over the world. This process ensures the relevance and range of module content.

### SYLLABUS OUTLINE

CATEGORY	SKILL SET
Project	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Authenticate</li> <li>• Anti-Virus</li> <li>• Anti-Spyware</li> </ul>
Secure	<ul style="list-style-type: none"> <li>• Backup</li> <li>• Email</li> <li>• Wireless</li> <li>• Physical</li> <li>• Smart Devices</li> </ul>
Beware	<ul style="list-style-type: none"> <li>• Online Risks</li> <li>• Shopping Online</li> <li>• Paying Online</li> </ul>
Think First	<ul style="list-style-type: none"> <li>• Personal Identity</li> <li>• Sharing Devices</li> <li>• Social Networking</li> <li>• Spamming and Phishing on Social Networking Platforms</li> <li>• False Identities on Social Media</li> </ul>
Virtual World	<ul style="list-style-type: none"> <li>• IM / Chat Rooms</li> <li>• Video, Blogs</li> <li>• Online Games</li> <li>• Be Responsible</li> </ul>
Learn Together	<ul style="list-style-type: none"> <li>• Discuss</li> <li>• Parental Controls</li> <li>• Online Addiction</li> </ul>
Virtual Behaviour	<ul style="list-style-type: none"> <li>• Communicating</li> <li>• Cyber Bullying</li> </ul>
Policy	<ul style="list-style-type: none"> <li>• Usage</li> <li>• Copyright</li> </ul>

### 3- ONLINE SEARCH



This module enables candidates to demonstrate their skill and knowledge in searching effectively for information. Candidates will be aware of different information sources, both traditional and online and be aware of the advantages and disadvantages of the same. Candidates will appreciate the impact of social media and the access it can provide to a vast range of information.

On completion of this module the candidate will be able to:

- Know how to use a search engine to carry out a search and to be aware of safety issues while browsing
- Be able to perform a wide range of targeted search tasks, taking advantage of the wide range of search features and filters available so as to efficiently search and refine their search enquiry to produce meaningful results for their work.
- Be aware of the scope of information available and be able to search throughout web pages, images, blogs, maps, video libraries as well as academic resources.
- Be aware of various social media search tools and be able to search throughout different social media platforms.
- Be able to evaluate their search results in terms of relevance to their work or project and be able to assess the currency and quality of the information and its sources.
- Be able to recognise any gaps in the information retrieved and amend their search plan to address the same.
- Understand the concepts of Intellectual Property (IP), plagiarism and copyright and be able to reference any resources they use in their work or projects and appreciate the importance of referencing.

#### WHAT ARE THE BENEFITS OF THIS MODULE?

- Covers the skills needed to understand the main concepts relating to online search
- Certifies best practice in effective use of online search.
- Developed with input from online search users subject matter experts and practicing online search professionals from all over the world. This process ensures the relevance and range of module content.

#### SYLLABUS OUTLINE

CATEGORY	SKILL SET
Information	• Sources
Online	• Search Engines
Prepare	• Information Need • Keywords
Search	• Start • Quality • Specify
Refine	• Target • Social Media • Other
Review	• Relevance • Respect

#### HOW DO I GET STARTED?

To find out more about this certification, please visit [www.icdlarabia.org/certifications](http://www.icdlarabia.org/certifications)  
 To locate your nearest accredited test centre, please visit [www.icdlarabia.org/find-test-centre](http://www.icdlarabia.org/find-test-centre)