



ICDL Module Social Media

Syllabus Version 3.0

Purpose

This document details the syllabus for the Social Media module. The syllabus describes, through learning outcomes, the knowledge and skills that a candidate for the Social Media should possess. The syllabus also provides the basis for the theory and practice-based test in this module.

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Social Media Module

This module sets out essential concepts and skills relating to the use of social media resources and social media and how to use social media tools effectively and safely.

Module Goals

After studying this module, candidates should 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.

CATEGORY	SKILL SET	REF.	TASK ITEM
1 New Opportunity	1.1 New Reasons	1.1.1	Understand what social media is and recognise the main features of common social media tools.
		1.1.2	Outline the categories and classifications of social media networks/apps and understand how they can be used.
		1.1.3	Be aware of the Social Media Trends and the top social media platforms.
		1.1.4	Understand how social media has changed the way we communicate, who is using it and why they are using it.
		1.1.5	Recognise how social media tools can create higher visibility, allow individuals, businesses, organisations, governments and social groups to connect and increase reach.
		1.1.6	Recognise the opportunity to publish and cross-promote, integrate and share, using different social media platforms, and resource tools.

CATEGORY	SKILL SET	REF.	TASK ITEM
	<i>1.2 New Ways</i>	1.2.1	Recognise the advantages of social media such as: practical in nature, easily applied, relevant and credible.
		1.2.2	Be aware that social media is fully mobile with applications (apps) available to support Smartphones (iPhone, Android), or tablets (iPad, Samsung, HTC, Kindle Fire etc.)
2 Plan	<i>2.1 Apply</i>	2.1.1	Be aware of common reasons why organisations use social media: engage with customers, improve services, better access, promotions, etc.
		2.2.2	Understand what the term ‘active listening’ means and know how to engage with people online. Recognise the importance of timely and relevant content.
		2.2.3	Decide what you want to achieve with social media, recognise the importance of setting goals and reflect this in a social media plan.
		2.2.4	Consider your online identity and the messages you want to convey.
	<i>2.2 Resource</i>	2.2.1	Be aware of the resources necessary to run an effective social media programme, the importance of measurement, maintenance and ownership of the programme.
		2.2.2	Decide who will be responsible for maintaining social media accounts, agree frequency of messaging and updates.
		2.2.3	Be aware that there are tools that create videos, and record screen activity for social networks
3 Go Social	<i>3.1 Social Networks</i>	3.1.1	Know the fundamentals of creating and managing social presence on common social media networks, such as Facebook, Instagram, Twitter, Blogger, YouTube, and LinkedIn.
		3.1.2	Recognise ‘social aggregator’ tools such as Hootsuite, and know how they can be used to manage your social media accounts.
		3.1.3	Know how to create and maintain a business presence on common social networks.

CATEGORY	SKILL SET	REF.	TASK ITEM
	<i>3.2 Facebook</i>	3.2.1	Understand Facebook Page Features and Facebook Insights.
		3.2.2	Know that photos and contests are effective methods of generating interaction
		3.2.3	Understand how Facebook ads work and can generate significant returns. Know how Sponsored Stories and Promoted Posts are used and how they can drive traffic.
		3.2.4	Understand that Facebook has a Messenger Application for Smart Devices that allows you to communicate with Facebook friends and recognise its main features.
		3.2.5	Understand recent Facebook features that enhance the communication between friends.
		3.2.6	Be aware of Facebook's new video creation tools and recognise main features.
	<i>3.3 Instagram</i>	3.3.1	Understand what Instagram is and how it shares visual content.
		3.3.2	Recognise Instagram's main features such as navigation, geo tagging and Stories.
		3.3.3	Be aware of the tools that protect privacy & safety.
		3.3.4	Make the account private
	<i>3.4 WhatsApp</i>	3.4.1	Recognise WhatsApp and its main features.
	<i>3.5 Twitter</i>	3.5.1	Recognise how Twitter can help develop participation and a sense of community. Know that Twitter particularly attracts people on mobile devices.
		3.5.2	Understand Twitter Page Features and Twitter Insights.
		3.5.3	Use Twitter to track an interesting conference or seminar.
		3.5.4	Follow a famous person, topic or trend.
		3.5.5	Create a List, and know what it means to do this.
		3.5.6	Use Twitter to seek out opinions and pose questions.
		3.5.7	Use Twitter for limited-time offers to generate traffic.

CATEGORY	SKILL SET	REF.	TASK ITEM
	<i>3.6 Blogger</i>	3.6.1	Recognise that blogs exist to help with most topics or subject areas. Understand the importance of good content – detailed and helpful.
		3.6.2	Know how to create a personal blog to use for professional purposes and how to promote it by tweeting the URL.
		3.6.3	Know how to use an Editorial Calendar plug-in to create a schedule of blog posts for future use.
		3.6.4	Add some blog posts to maintain an active conversation.
	<i>3.7 YouTube</i>	3.7.1	Understand the use and value of video sharing tools like YouTube and how it can be a highly effective communication tool.
		3.7.2	Be aware of the key features of a good video (interesting, compelling, brief, title, description, etc.)
		3.7.3	Know how to create a YouTube channel and upload and share video clips to promote your organisation, products, services, campaigns and initiative across various social media.
		3.7.4	Understand that you can create, play, edit and share video content using tools such as Blender, Nero, and VLC Media player.
		3.7.5	Sign-up for YouTube resources and review a broad range of subject matter playlists.
		3.7.6	Understand how YouTube Analytics tool can help you analyse viewership data, such as views, demographics, etc.
	<i>3.8 LinkedIn</i>	3.8.1	Recognise that LinkedIn has its own unique community and caters to professionals and can connect you to other ‘fire-starters’.
		3.8.2	Know the Features of LinkedIn Such as Connections, Messaging, In Mail, Jobs, and Managing Groups.
		3.8.3	Know that LinkedIn’s ‘Best Practice Guide’ and HubSpot’s ‘Cheat Sheet’ can help you get the most out of the site.
		3.8.4	Recognise that LinkedIn’s advertising network, research and recommendations can be used to promote yourself and your products.

CATEGORY	SKILL SET	REF.	TASK ITEM
		3.8.5	Be aware of LinkedIn's new tools, to create and share videos, get career advice, search for jobs and read posts in other languages.
		3.8.6	Career Advice
		3.8.7	Know how to improve your Privacy Setting
	3.9 SKYPE	3.9.1	Understand that Skype enables users to connect through video calls, voice calls and chat messaging and understand the key features.
		3.9.2	Know how to Manage Recording and Saving a Call in Skype.
4 Other	4.1 Pinterest	4.1.1	Understand what Pinterest is and how it can be used to curate and share content
	4.2 Podcasting	4.2.1	Understand what a podcast is and its benefits for training and education
		4.2.2	Create, play, edit and share a podcast.
	4.3 Snapchat	4.3.1	Understand what Snapchat is and recognise its main features
	4.4 Telegram (https://telegram.org/)	4.4.1	Understand Telegram is a Messaging tool and recognise its main features.
	4.5 Reddit	4.5.1	Understand that Reddit is a social news platform that allows you to discuss and vote on content that other users have submitted and understand its main features.
5 Awareness, Influence & Policies	5.1 Awareness	5.1.1	Be aware that there are data protection issues within any social media platform, be aware about data protection, and copyright issues.
		5.5.2	Recognise copyright with social media, and be aware of the impact for downloading content.
		5.5.3	Recognise issues of privacy, security, online etiquette and Cyberbullying within social media.

CATEGORY	SKILL SET	REF.	TASK ITEM
	<i>5.2 Influence</i>	5.2.1	Understand the importance of managing your online reputation. Identify and recognise your online assets.
		5.2.2	Be aware of online monitoring tools. Track what is going on by using free alert and analytic tools such as Google alerts and Google analytics.
		5.2.3	Understand social influence. Understand Klout and how to find and engage with influencers.
	<i>5.3 Policies</i>	5.3.1	Recognise the importance of having a social media online reputation plan. Recognise the importance of dealing with complaints and being honest and transparent in all communications.
		5.3.2	Develop a social media policy document for your organisation to manage and monitor what is being said and how social media is used in the organisation.
		5.3.3	Confirm that employees know about, and are compliant with any policy documents used, and sign to this effect as required.
		5.3.4	Set appropriate admin rights and access for any project social media platforms.
		5.3.5	Know how to prevent a social media crisis, how to protect yourself against rogue social media updates, and how to respond to a crisis.