Social Media Executive

QP Code: MES/Q0702

Version: 1.0

NSQF Level: 4

Media & Entertainment Skills Council || Commercial premises No Ja522, 5th Floor, DLF Tower A, Jasola, New Delhi
110025

Contents

MES/Q0702: Social Media Executive

Brief Job Description

Individual in this job will handle all the social media activities for their company/multiple clients in order to create brand awareness. It comprises of ideating, coordinating, executing social media campaigns, promotions and advertisements. The individual is responsible for the regular posting, sharing and updating the social media activities on all the major social media networks.

Personal Attributes

The individual must have good written and oral communication skills. The person should be a quick learner with an ability to comprehend and communicate information effectively. The individual is also required to have good analytical and quantitative skills to be able to interpret and analyze the campaign results.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. MES/N0104: Maintain workplace health and safety

2. MES/N0707: Create work flow for social media

3. MES/N0708: Plan and organize work to meet expected outcome

4. MES/N0709: Manage online tools

5. MES/N0710: Design the content for social media

6. MES/N0711: Implement the social media strategy

Qualification Pack (QP) Parameters

Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Marketing/Advertising Sales/Traffic
Country	India
NSQF Level	4
Aligned to NCO/ISCO/ISIC Code	NCO-2015/2432.0201

Minimum Educational Qualification & Experience	12th Class
Minimum Level of Education for Training in School	12th Class
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	11/03/2019
Next Review Date	31/03/2022
NSQC Approval Date	22/08/2019
Version	1.0
Reference code on NQR	2019/ME/MESC/3412
NQR Version	1

MES/N0104: Maintain Workplace Health & Safety

Description

This OS unit is about contributing towards maintaining a healthy, safe and secure working environment

Scope

This unit/task covers the following:

- Understanding the health, safety and security risks prevalent in the workplace
- knowing the people responsible for health and safety and the resources available
- identifying and reporting risks
- complying with procedures in the event of an emergency

Elements and Performance Criteria

Understanding the health, safety and security risks prevalent in the workplace

To be competent, the user/individual on the job must be able to:

PC1. understand and comply with the organizations current health, safety and security policies and procedures

PC2. understand the safe working practices pertaining to own occupation

PC3. understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises

PC4. participate in organization health and safety knowledge sessions and drills

Knowing the people responsible for health and safety and the resources available

To be competent, the user/individual on the job must be able to:

PC5. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency

PC6. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms

Identifying and reporting risks

To be competent, the user/individual on the job must be able to:

PC7. identify aspects of your workplace that could cause potential risk to own and others health and safety

PC8. ensure own personal health and safety, and that of others in the workplace though precautionary measures

PC9. identify and recommend opportunities for improving health, safety, and security to the designated person

PC10. report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected

Complying with procedures in the event of an emergency

To be competent, the user/individual on the job must be able to:

PC11. follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard

PC12. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Organizations norms and policies relating to health and safety

KU2. Government norms and policies regarding health and safety and related emergency procedures

KU3. Limits of authority while dealing with risks/ hazards

KU4. The importance of maintaining high standards of health and safety at a workplace

KU5. The different types of health and safety hazards in a workplace

KU6. Safe working practices for own job role

KU7. Evacuation procedures and other arrangements for handling risks

KU8. Names and contact numbers of people responsible for health and safety in a workplace

KU9. How to summon medical assistance and the emergency services, where necessary

KU10. Vendors or manufacturers instructions for maintaining health and safety while using equipment, systems and/or machines

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. how to write and provide feedback regarding health and safety to the concerned people

GS2. how to write and highlight potential risks or report a hazard to the concerned people

GS3. read instructions, policies, procedures and norms relating to health and safety

GS4. highlight potential risks and report hazards to the designated people

GS5. listen and communicate information with all anyone concerned or affected

GS6. make decisions on a suitable course of action or plan

GS7. plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority

GS8. apply problem solving approaches in different situations

GS9. understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority

GS10. apply balanced judgments in different situations

GS11. How to write and provide feedback regarding health and safety to the concerned people

GS12. How to write and highlight potential risks or report a hazard to the concerned people

GS13. Read instructions, policies, procedures and norms relating to health and safety

GS14. Highlight potential risks and report hazards to the designated people

GS15. Listen and communicate information with all anyone concerned or affected

GS16. Make decisions on a suitable course of action or plan

GS17. Plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority

GS18. Apply problem solving approaches in different situations

GS19. build and maintain positive and effective relationships with colleges and customers

GS20. analyze data and activites

GS21. Understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority

GS22. Apply balanced judgments in different situations

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Understanding the health, safety and security risks prevalent in the workplace	**15**	**15**	**-**	**-**
PC1. understand and comply with the organizations current health, safety and security policies and procedures	5	5	-	-
PC2. understand the safe working practices pertaining to own occupation	5	5	-	-
PC3. understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises	3	2	-	-
PC4. participate in organization health and safety knowledge sessions and drills	2	3	-	-
Knowing the people responsible for health and safety and the resources available	**10**	**10**	**-**	**-**
PC5. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency	5	5	-	-
PC6. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms	5	5	-	-
Identifying and reporting risks	**18**	**17**	**-**	**-**
PC7. identify aspects of your workplace that could cause potential risk to own and others health and safety	5	5	-	-
PC8. ensure own personal health and safety, and that of others in the workplace though precautionary measures	5	5	-	-
PC9. identify and recommend opportunities for improving health, safety, and security to the designated person	3	2	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected	5	5	-	-
Complying with procedures in the event of an emergency	**7**	**8**	**-**	**-**
PC11. follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard	5	5	-	-
PC12. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority	2	3	-	-
NOS Total	**50**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0104
NOS Name	Maintain Workplace Health & Safety
Sector	Media & Entertainment
Sub-Sector	Film, Television, Animation, Gaming, Radio, Advertising
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	02/06/2014
Next Review Date	31/03/2022
NSQC Clearance Date	28/09/2015

MES/N0707: Create work flow for social media

Description

This OS unit is about understanding the production requirements and planning the process and workflow

Scope

This unit/task covers the following:

- Managing all social media channels and designing related campaigns to engage customers
- Constructing an approach and planning the process

Elements and Performance Criteria

Manage all social media channels and designing related campaigns to engage customers
To be competent, the user/individual on the job must be able to:
PC1. make daily work plan as per social media strategy of the organization
PC2. seed content into social networks
PC3. identify client branding (color scheme,logo, target audience,etc.)
PC4. manage blogger and other influencer outreach program
PC5. manage graphic designers for generating online graphical posts / infographics.
Constructing an approach and planning the process
To be competent, the user/individual on the job must be able to:
PC6. create social media marketing goals
PC7. research about social media audience
PC8. establish most important metrics (reach, clicks, engagement, hashtag performance etc.)
PC9. research about social competitive landscape
PC10. track performance of the campaigns

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. the creative vision and elements of production relevant to his/her job role
KU2. project pipeline/schedule and timelines relevant to their work
KU3. companys website analysis
KU4. market positioning and competition analysis
KU5. technique and workflow followed in the organization
KU6. writing and editing
KU7. designing and photo editing
KU8. applicable copyright norms and Intellectual Property Rights (IPR)

KU9. applicable health and safety guidelines pertaining to working for long periods on edit machines

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. write for the purpose of engaging customers

GS2. copy write and edit

GS3. write with hyper-focus and use of pictures against words

GS4. create the summary report for the performance of campaigns for the stakeholders

GS5. read policies and regulations pertinent to the job

GS6. read various social media trends

GS7. communicate with the product manager or social media manager to understand the requirements of online media

GS8. analyse the needs of online media and social networking sites to design proper campaign

GS9. plan the activities, workflow, resourcing and timelines in accordance with the creative and technical requirements

GS10. manage deadlines successfully on time

GS11. plan work assigned on a daily basis

GS12. ensure proper implementation of defined social media strategies

GS13. check that their own work meets customer requirements

GS14. ensure that organizations needs and requirements are assessed

GS15. critically analyse the response of their campaign and work for the improvement

GS16. handle unfavourable comparisons of the online marketing strategies with com petitors products

GS17. ensure that the social media strategies are hurdle-free for the potential customer

GS18. how to have a keen eye for detail and maintain an aesthetic sense towards the final output

GS19. identify trends in hashtags and keywords

GS20. analyze unique social media tools that are required in the organization

GS21. evaluate the information gathered from the online consumers for the effectiveness of online marketing campaigns

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Manage all social media channels and designing related campaigns to engage customers	**35**	**15**	**-**	**-**
PC1. make daily work plan as per social media strategy of the organization	5	5	-	-
PC2. seed content into social networks	5	5	-	-
PC3. identify client branding (color scheme,logo, target audience,etc.)	5	5	-	-
PC4. manage blogger and other influencer outreach program	10	-	-	-
PC5. manage graphic designers for generating online graphical posts / infographics.	10	-	-	-
Constructing an approach and planning the process	**30**	**20**	**-**	**-**
PC6. create social media marketing goals	5	5	-	-
PC7. research about social media audience	10	-	-	-
PC8. establish most important metrics (reach, clicks, engagement, hashtag performance etc.)	5	5	-	-
PC9. research about social competitive landscape	5	5	-	-
PC10. track performance of the campaigns	5	5	-	-
NOS Total	**65**	**35**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0707
NOS Name	Create work flow for social media
Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Marketing /Advertising Sales /Traffic
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	11/03/2019
Next Review Date	10/03/2022

MES/N0708: Plan and organize work to meet expected outcome

Description

This OS unit is about planning and organizing work in order to complete it to the required standards on time.

Scope

This unit/task covers the following:

- Work scheduling as per deliverable requirements
- Appropriate use of resources

Elements and Performance Criteria

Work scheduling as per deliverable requirements

To be competent, the user/individual on the job must be able to:

PC1. arrange all files and folders neatly in the computer

PC2. keep immediate work area clean and tidy

PC3. treat confidential information as per the organisations guidelines

PC4. work in line with organisations policies and proocedures

PC5. work within the limits of job role

PC6. obtain guidance from appropriate people, where necessary

PC7. ensure work meets the agreed requirements

Appropriate use of resources

To be competent, the user/individual on the job must be able to:

PC8. establish and agree on work requirements with appropriate people

PC9. manage time, materials and cost effectively

PC10. use resources in a responsible manner

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. creative vision and elements of production relevant to his/her job role

KU2. project pipeline/schedule and timelines for the campaign

KU3. intended purpose of the design that needs to be created

KU4. right editing/drawing software tools required for the online post

KU5. Selecting tools from online resources for social media posts

KU6. trend hashtags

KU7. designing of single page and multipage documents that convey structured information

KU8. applicable copyright norms and Intellectual Property Rights (IPR)

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. document notes on the process and arrange them in a professional manner

GS2. document notes and project specifications for guidance and reference

GS3. write clearly in at least one language

GS4. use keywords, hashtags and trends

GS5. engage graphic designers for the appropriate work

GS6. read and understand the description of the product/campaign before making strategies

GS7. gather and organize copyright free images, cliparts, photographs for use in projects

GS8. regularly update his knowledge through surfing the internet with latest trends, keywords, hashtags etc

GS9. understand the creative vision and technical requirements that need to be complied with the brief

GS10. discuss interim/finalwork with peers and superiors and solicit their feedback on improvements

GS11. plan and prioritize work according to the scheduled target

GS12. finalize the design as per the project requirement

GS13. check that own and/or peer's work meets customer requirements.

GS14. work effectively in a customer centric environment

GS15. address comments on the interim/final work-products and make changes accordingly

GS16. have an aesthetic sense towards colour shapes, forms , templates and content creation for any social media platform.

GS17. appraise the quality of own work to ensure it is inline with the expected quality standards

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Work scheduling as per deliverable requirements	**50**	**20**	**-**	**-**
PC1. arrange all files and folders neatly in the computer	5	5	-	-
PC2. keep immediate work area clean and tidy	5	5	-	-
PC3. treat confidential information as per the organisations guidelines	5	5	-	-
PC4. work in line with organisations policies and proocedures	10	-	-	-
PC5. work within the limits of job role	10	-	-	-
PC6. obtain guidance from appropriate people, where necessary	5	5	-	-
PC7. ensure work meets the agreed requirements	10	-	-	-
Appropriate use of resources	**15**	**15**	**-**	**-**
PC8. establish and agree on work requirements with appropriate people	5	5	-	-
PC9. manage time, materials and cost effectively	5	5	-	-
PC10. use resources in a responsible manner	5	5	-	-
NOS Total	**65**	**35**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0708
NOS Name	Plan and organize work to meet expected outcome
Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Marketing /Advertising Sales /Traffic
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	11/03/2019
Next Review Date	31/03/2022
NSQC Clearance Date	22/08/2019

MES/N0709: Manage online tools

Description

This OS unit is about managing online tools for handling multiple accounts

Scope

This unit/task covers the following:

- Selecting tools from online resources for social media posts
- Monitor and analyze performance of the campaigns using online tools

Elements and Performance Criteria

Selecting tools from online resources for social media posts

To be competent, the user/individual on the job must be able to:

PC1. select appropriate tools from the various social media tools available for posts, scheduling and reach.

PC2. implement, analyze, and optimize organic and paid search engine marketing activities

PC3. track and report metrics around social posts and fan engagement

Monitor and analyze performance of the campaigns using online tools

To be competent, the user/individual on the job must be able to:

PC4. analyze and provide weekly & monthly social media metrics status reports to senior level management

PC5. monitor trends in social media tools, applications, channels, design and strategy and quantifying it ensuring a sound and efficient website

PC6. monitor effective benchmarks for measuring the impact of social media programs

PC7. analyze, review, and report on effectiveness of campaigns in an effort to maximize results

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. standard operating procedures of the organisation about tools and techniques of online media

KU2. organizational and professional code of ethics and standards of practice

KU3. safety and health policies and regulations for the work place

KU4. implementation and optimization of organic and paid social media marketing activities

KU5. creatives and content requirement for all marketing material

KU6. how to prepare weekly and monthly social media reports

KU7. effective benchmarks for measuring the impact of social media programs

KU8. how to use social media techniques and tools

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. write for the purpose to engage with customers

GS2. copywrite and edit the advertising copies

GS3. write to make the reader feel feel engaged

GS4. write with hyper- focus and use of pictures against words

GS5. read policies and regulations pertinent to the job

GS6. read in detail about various social media tools available online

GS7. interact with employees to ensure proper usage of designed online marketing strategies where the end-product intends to be distributed

GS8. speak to the customer care services of various online tools companies.

GS9. select tools that are cost effective and user friendly

GS10. analyze the needs of online media and social networking sites to design proper strategy

GS11. plan the activities, workflow, resourcing and timelines in accordance with the creative and technical requirements

GS12. manage deadlines successfully on time

GS13. plan work assigned on a daily basis

GS14. ensure proper implementation of social media strategies designed

GS15. check that their work meets customer requirements

GS16. ensure that organizations needs and requirements are assessed

GS17. critically analyze the response of their campaign and work for the improvement

GS18. handle unfavourable comparisons of the online marketing strategies with competitors products

GS19. ensure that the social media strategies are hurdle-free for the potential customer

GS20. how to have a keen eye for detail and maintain an aesthetic sense towards the final output

GS21. how to effectively use the hashtags and keywords

GS22. evaluate the information gathered from the online resources

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Selecting tools from online resources for social media posts	**35**	**25**	-	-
PC1. select appropriate tools from the various social media tools available for posts, scheduling and reach.	15	5	-	-
PC2. implement, analyze, and optimize organic and paid search engine marketing activities	10	10	-	-
PC3. track and report metrics around social posts and fan engagement	10	10	-	-
Monitor and analyze performance of the campaigns using online tools	**20**	**20**	-	-
PC4. analyze and provide weekly & monthly social media metrics status reports to senior level management	5	5	-	-
PC5. monitor trends in social media tools, applications, channels, design and strategy and quantifying it ensuring a sound and efficient website	5	5	-	-
PC6. monitor effective benchmarks for measuring the impact of social media programs	5	5	-	-
PC7. analyze, review, and report on effectiveness of campaigns in an effort to maximize results	5	5	-	-
NOS Total	**55**	**45**	-	-

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0709
NOS Name	Manage online tools
Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Marketing /Advertising Sales /Traffic
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	11/03/2019
Next Review Date	10/03/2022

MES/N0710: Design the content for social media

Description

This OS unit is about effectively designing the creatives and images for social media marketing campaigns

Scope

This unit/task covers the following:

- Generate visuals and design concepts appropriate for the brief

Elements and Performance Criteria

Generate visuals and design concept appropriate for the brief
To be competent, the user/individual on the job must be able to:
PC1. audit the current social media approach
PC2. research about customers/ companys base
PC3. identify which audience is on what social media platform
PC4. list the design concepts
PC5. set measurable goals
PC6. relate the concept with meaningful graphics/ videos/ clippings/ pictures
PC7. present the idea, theme and concept to the peers
PC8. monitor and adjust the creatives as per the requirements

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. content production process followed by the organization
KU2. creative vision and elements of production relevant to his/her job role
KU3. project pipeline/schedule and timelines relevant to the campaign
KU4. intended purpose of the design that needs to be created
KU5. how to organize the collected data
KU6. how to present the visualized data and collect feedback
KU7. how to use the elements and principles of design
KU8. how to create digital design layouts
KU9. implication of the format on the quality of the end-product

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. document notes on the process and arrange them in a professional manner

GS2. document notes and project specifications for guidance and reference

GS3. read and understand the script and determine requirements

GS4. research attributes of the genre, language, culture, region of the production to determine aspects that need to be reflected in the final output

GS5. understand the creative vision and technical requirements that need to be complied with the brief

GS6. discuss interim/finalwork with peers and superiors and solicit their feedback

GS7. liaise with relevant people in a way that supports the production process

GS8. plan and prioritize work according to the requirements

GS9. finalize the design as per the project requirement

GS10. check that own and/or peer's work meets customer requirements.

GS11. work effectively in a customer facing environment.

GS12. address comments on the interim/final work-products and make changes accordingly

GS13. have a keen eye for detail and maintain an aesthetic sense towards colour, shapes, forms and software capabilities of the final output while planning the workflow and tools required.

GS14. appraise the quality of own work to ensure it is in line with the expected quality standards

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Generate visuals and design concept appropriate for the brief	**35**	**65**	**-**	**-**
PC1. audit the current social media approach	5	5	-	-
PC2. research about customers/ companys base	5	5	-	-
PC3. identify which audience is on what social media platform	5	15	-	-
PC4. list the design concepts	5	15	-	-
PC5. set measurable goals	5	5	-	-
PC6. relate the concept with meaningful graphics/ videos/ clippings/ pictures	-	10	-	-
PC7. present the idea, theme and concept to the peers	5	5	-	-
PC8. monitor and adjust the creatives as per the requirements	5	5	-	-
NOS Total	**35**	**65**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0710
NOS Name	Design the content for social media
Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Marketing /Advertising Sales /Traffic
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	11/03/2019
Next Review Date	10/03/2022

MES/N0711: Implement the social media strategy

Description

This OS unit is about effectively implementing the social media strategy

Scope

This unit/task covers the following:

- Work requirements for implementing the campaigns based on the defined social media strategy
- Appropriate use of resources (both material / equipments and manpower)

Elements and Performance Criteria

Work requirements for implementing the campaigns based on the defined social media strategy

To be competent, the user/individual on the job must be able to:

PC1. set S.M.A.R.T. goals (Specific, Measurable,Attainable,Relevant, Time-bond)

PC2. identify everything about your audience (create target audience ideal profile like age, gender, location, interests etc.)

PC3. research about campaign of the competitors by conducting comparative analysis

PC4. set up accounts and improve existing profiles

PC5. ensure work meets the agreed requirements

Appropriate use of Resources

To be competent, the user/individual on the job must be able to:

PC6. establish and agree on work requirements with appropriate people

PC7. manage time, materials and cost effectively

PC8. use resources in a responsible manner

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. organisations policies and procedures for dealing with confidential information

KU2. assign the limits of responsibilities and when to involve others

KU3. how to prioritize workload according to urgency and importance

KU4. purpose and value of being flexible and adapting work plans

KU5. creative vision and elements of production relevant to his/her job role

KU6. project pipeline/schedule and timelines relevant to their work

KU7. intended purpose of the design that needs to be created

KU8. how to organize the collected data

KU9. how to present the visualized data and collect feedback

KU10. elements and principles of designing the online campagin

KU11. how to create digital design layouts

KU12. implications of the format on the quality of the end-product

KU13. applicable copyright norms and Intellectual Property Rights (IPR)

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. document notes on the process and arrange them in a professional manner

GS2. document notes and project specifications for guidance and reference

GS3. write copies in at least one language

GS4. read and understand the description of the product/campaign before making strategies

GS5. gather and organize copyright free images, cliparts, photographs for use in projects

GS6. regularly update his/her knowledge by surfing the internet with its latest trends, keywords, hashtags etc

GS7. understand the creative vision and technical requirements that need to be complied with the brief

GS8. discuss interim/final work with peers and superiors and solicit their feedback on improvements

GS9. plan and prioritize work according to the priorities

GS10. finalize the design as per the project requirement

GS11. check that own and/or peer's work meets customer requirements.

GS12. work effectively in a customer facing environment.

GS13. address comments on the interim/final work-products and make changes accordingly

GS14. analyze unique social media tools that are required in the organization

GS15. appraise the quality of own work to ensure it is in line with the expected quality standards

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Work requirements for implementing the campaigns based on the defined social media strategy	**25**	**45**	**-**	**-**
PC1. set S.M.A.R.T. goals (Specific, Measurable,Attainable,Relevant, Time-bond)	5	15	-	-
PC2. identify everything about your audience (create target audience ideal profile like age, gender, location, interests etc.)	5	15	-	-
PC3. research about campaign of the competitors by conducting comparative analysis	5	5	-	-
PC4. set up accounts and improve existing profiles	5	5	-	-
PC5. ensure work meets the agreed requirements	5	5	-	-
Appropriate use of Resources	**17**	**13**	**-**	**-**
PC6. establish and agree on work requirements with appropriate people	5	5	-	-
PC7. manage time, materials and cost effectively	5	-	-	-
PC8. use resources in a responsible manner	7	8	-	-
NOS Total	**42**	**58**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0711
NOS Name	Implement the social media strategy
Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Marketing /Advertising Sales /Traffic
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	11/03/2019
Next Review Date	10/03/2022

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each Element/ PC.

2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.

3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).

5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.

6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.

7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Minimum Aggregate Passing % at QP Level : 70

(**Please note**: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
MES/N0104.Maintain workplace health and safety	46	54	-	-	100	10
MES/N0707.Create work flow for social media	65	35	-	-	100	15
MES/N0708.Plan and organize work to meet expected outcome	65	35	-	-	100	20
MES/N0709.Manage online tools	55	45	-	-	100	15
MES/N0710.Design the content for social media	35	65	-	-	100	20
MES/N0711.Implement the social media strategy	42	58	-	-	100	20
Total	**308**	**292**	**-**	**-**	**600**	**100**

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.
Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.

Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.
VISUAL STYLE	Visual style comprises the look or appearance of the production including the lighting, colours, shadows, sets, costumes, locations and the way they will be captured on screen.
CREATIVE BRIEF	Creative brief is a document that captures the key questions that serve as a guide for the production including the vision, objective of the project, target audience, timelines, budgets, milestones, stakeholders etc.
SHOOT SCHEDULE	Shoot schedule is a listing of the sequences/shots that need to be captured on each shoot day
MULTI CAMERA	Multi-camera is a method of shooting where multiple cameras are used to simultaneously capture different views/images
BUDGET	Budget is an estimate of the total cost of production that may include a break-up of cost components
TIMELINES	Timelines is a listing of dates by which the production milestones/stages need to be completed
CONTINUITY	Continuity represents the seemless transition from one shot to another
SCRIEPT	Script is a structured narrative of a story

SCREENPLAY	Screenplay is the script coupled with key characteristics of the scene and directions for acting
POST-PRODUCTION	Post-production is the final finishing phase of the production, where the raw footage is edited, special effects are added, music and sound are integrated, colour correction is done etc.
COLOUR GRADING	Colour grading is the process of enhancing and correcting the colours of the final production
DIGITAL INTERMEDIATE	Digital intermediate is the process where a film is digitised and the colour and image characteristics are modified
RECCE	Recce is a detailed visual and technical assessment of the attributes and suitability of a particular location for the shoot, usually through a personal visit
GRIPS	Grips is the department that specialises in mounting the camera on to tripods, dollies, cranes and other platforms for shoots
JIB	Jib is a device used for the movement of camera and operates like a see-saw, with the camera at one end and the camera controls at the other
LENSES	Lenses are used to capture images and are attached on to the body of the camera
FILTERS	Filters are used to alter the properties of light entering the camera lens. They are also used to create a number of special effects
DOLLY	Dolly is a platform with wheels on which the camera can be mounted and moved around during the shoots
MAGAZINES	Magazines are compartments within a camera that are used to hold the film tape
CLAPPER BOARDS	Clapper board is a slate that has information pertaining to each shot, used as a guide to mark shots and aid matching image with sounds
FOCUS LENGTH	Focus length is the angle of view from the lens
FRAMING	Framing is how the artists, objects, sets, locations etc. are positioned within the camera view for a single shot
MASTER SHOT	Also known as a cover shot, this shot is a long sequence that establishes an overview and aids assembly of smaller, closer shots with details