

Unit Title: Exploring Social Media
Unit Level: Entry 3
Unit Credit Value: 2
GLH: 20
LASER Unit Code: WJC504
Ofqual Unit Code: K/506/0342

This unit has 3 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Understand the opportunities and threats associated with social media.	1.1	State the positive aspects of social media.
		1.2	State the negative aspects of social media.
		1.3	Identify the risks associated with using social media.
		1.4	State how to reduce the risks associated with using social media.
2.	Understand the applications of social media.	2.1	Outline how various social media sites may be used by groups and individuals.
3.	Be able to use social media to read and post content.	3.1	Access each of the following and read content: a) Facebook b) A blog c) Twitter d) YouTube.
		3.2	Post appropriate content on each of the following: a) Facebook b) A blog c) Twitter d) YouTube.

Assessment Guidance:

NA

Additional Information:

NA
