

Instruction Sheet for the Candidate

Qualification	Blogger (Content Writer)
Competency Standard	Develop methods to attract new and existing readers
Purpose of Assessment	Formative Assessment
Candidate Details	Name_____ Registration/Roll Number_____
Guidance for Candidate	To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration & assessment): <ul style="list-style-type: none"> • Promote posts through social media • Promote posts through email marketing • Promote posts through sms marketing • Perform SEO
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	Promote posts through social media <ol style="list-style-type: none"> 1. Design the content for the post 2. Research potential social media platforms 3. Publish post on social media platforms 4. Boost the post Promote posts through email marketing <ol style="list-style-type: none"> 5. Design the content/newsletter for email 6. Generate list of potential recipients from different sources 7. Send email Promote posts through sms marketing <ol style="list-style-type: none"> 8. Design textual content for sms 9. Generate list of potential recipients from appropriate sources 10. Send sms Perform SEO <p>Identify the famous search engines</p> <ol style="list-style-type: none"> 11. Identify the keywords related to post 12. Index post in search engine using different tools 13. Determine blog optimization through SEO tools including responsiveness and page load speed

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Blogger (Content Writer)
Competency Standard	Generate, research, and pitch ideas for posts
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> Promote posts through social media Promote posts through email marketing Promote posts through sms marketing Perform SEO

I can.....

Performance Criteria	Yes	No
1. Design the content for the post	<input type="checkbox"/>	<input type="checkbox"/>
2. Research potential social media platforms	<input type="checkbox"/>	<input type="checkbox"/>
3. Publish post on social media platforms	<input type="checkbox"/>	<input type="checkbox"/>
4. Boost the post	<input type="checkbox"/>	<input type="checkbox"/>
5. Design the content/newsletter for email	<input type="checkbox"/>	<input type="checkbox"/>
6. Generate list of potential recipients from different sources	<input type="checkbox"/>	<input type="checkbox"/>
7. Design textual content for sms	<input type="checkbox"/>	<input type="checkbox"/>
8. Generate list of potential recipients from appropriate sources	<input type="checkbox"/>	<input type="checkbox"/>
9. Identify the famous search engines	<input type="checkbox"/>	<input type="checkbox"/>
10. Identify the keywords related to post	<input type="checkbox"/>	<input type="checkbox"/>
11. Index post in search engine using different tools	<input type="checkbox"/>	<input type="checkbox"/>
12. Determine blog optimization through SEO tools including responsiveness and page load speed	<input type="checkbox"/>	<input type="checkbox"/>
13. Design the content for the post	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgement Guide

Qualification	Blogger (Content Writer)
Competency Standard	Generate, research, and pitch ideas for posts
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Signature: _____
Assessment Outcome	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor _____ Assessor's code: _____ Signature: _____

Assessment Summary (to be filled by the assessor)							
Activity	Method					Result	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✓				
Knowledge Assessment		✓					
Other Requirement							

Observation Checklist

Assessment Task	<ul style="list-style-type: none"> Promote posts through social media Promote posts through email marketing Promote posts through sms marketing Perform SEO 			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Design the content for the post			
2.	Research potential social media platforms			
3.	Publish post on social media platforms			
4.	Boost the post			
5.	Design the content/newsletter for email			
6.	Generate list of potential recipients from different sources			
7.	Design textual content for sms			
8.	Generate list of potential recipients from appropriate sources			
9.	Identify the famous search engines			
10.	Identify the keywords related to post			
11.	Index post in search engine using different tools			
12.	Determine blog optimization through SEO tools including responsiveness and page load speed			
13.	Design the content for the post			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Blogger (Content Writer)
Competency Standard	Generate, research, and pitch ideas for posts
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
Assessment Outcome	<div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;"> COMPETENT <input type="checkbox"/> </div> <div style="text-align: center;"> NOT YET COMPETENT <input type="checkbox"/> </div> </div> Name of the Assessor: _____ Assessor's code: _____ Signature of the Assessor: _____

Candidate's response is not required to be identical, but similar concepts and/or keywords must be used. Oral questioning may be used to clarify candidate understanding of topic and its application.

Questions (Candidate confidently answered questions correctly and demonstrated understanding of the topics and their application)		Satisfactory	Not Satisfactory
1.	Define targeted audience.		
2.	How to promote a post for the blog?		
3.	Define Search Engines?		

Feedback to the Candidate
Candidate's Signature _____ Assessor's Signature _____