

Instruction Sheet for the Candidate

Qualification	Social Media Optimization (Content Writing)
Competency Standard	Setup social media accounts
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"> • Search Social Media Platforms • Create Account • Attract people to your new accounts
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	Search Social Media Platforms <ol style="list-style-type: none"> 1. Search social media platforms through search engines 2. Compare these platforms based on impact, popularity and purpose etc. 3. Select appropriate social media platform. Create Account <ol style="list-style-type: none"> 4. Select account type (page, id, group, channel etc.) 5. Signup/Register with the selected platform 6. Complete your profile Attract People to the new Account <ol style="list-style-type: none"> 7. Invite friends 8. Share profile with audience 9. Use paid promotion to get audience

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Social Media Optimization (Content Writing)
Competency Standard	Setup social media accounts
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> • Search Social Media Platforms • Create Account • Attract people to your new accounts

I can.....

Performance Criteria	Yes	No
1. Search social media platforms through search engines	<input type="checkbox"/>	<input type="checkbox"/>
2. Compare these platforms based on impact, popularity and purpose etc.	<input type="checkbox"/>	<input type="checkbox"/>
3. Select appropriate social media platform.	<input type="checkbox"/>	<input type="checkbox"/>
4. Select account type (page, id, group, channel etc.)	<input type="checkbox"/>	<input type="checkbox"/>
5. Signup/Register with the selected platform	<input type="checkbox"/>	<input type="checkbox"/>
6. Complete your profile	<input type="checkbox"/>	<input type="checkbox"/>
7. Invite friends	<input type="checkbox"/>	<input type="checkbox"/>
8. Share profile with audience	<input type="checkbox"/>	<input type="checkbox"/>
9. Use paid promotion to get audience	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgement Guide

Qualification	Social Media Optimization (Content Writing)
Competency Standard	Setup social media accounts
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"> Search Social Media Platforms Create Account Attract people to your new accounts 			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Search social media platforms through search engines			
2.	Compare these platforms based on impact, popularity and purpose etc.			
3.	Select appropriate social media platform.			
4.	Select account type (page, id, group, channel etc.)			
5.	Signup/Register with the selected platform			
6.	Complete your profile			
7.	Invite friends			
8.	Share profile with audience			
9.	Use paid promotion to get audience			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Social Media Optimization (Content Writing)
Competency Standard	Setup social media accounts
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: center;"> COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> </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 user profile.		
2.	What is the difference between Facebook page and Facebook group?		
3.	Give two examples of social media platforms.		

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