

Instruction Sheet for the Candidate

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|----------------------------------|---|
| Qualification | Social Media Optimization (Content Writing) |
| Competency Standard | Design the post contents for social media |
| 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 for content • Search for layout of the content • Create content |
| Time: 03 Hrs. | During a practical assessment, under observation by an assessor, you are required to |
| Minimum Evidence Required | Search for content <ol style="list-style-type: none"> 1. Choose appropriate search engine 2. Search for the type of content 3. Search websites that provide free stock images (e.g. unsplash, pixabay etc.) 4. Select content types related to the platform (e.g. Facebook, twitter, Instagram etc.). Search for layout of the content <ol style="list-style-type: none"> 5. Identify the content layout 6. Generate idea for contents using tools and sites (e.g. Pinterest etc.) 7. Identify the trends of the content Create content <ol style="list-style-type: none"> 8. Search content data 9. Add textual, images, audio, video or infographic content 10. Review grammar and spelling mistakes 11. Finalize the content |

Self-Assessment Checklist

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|------------------------------|--|
| Candidate Name | |
| Registration No. | |
| Qualification | Social Media Optimization (Content Writing) |
| Competency Standard | Design the post contents for social media |
| Purpose of Assessment | Formative Assessment |
| Assessment Task | <ul style="list-style-type: none"> Search for content Search for layout of the content Create content |

I can.....

| Performance Criteria | Yes | No |
|---|--------------------------|--------------------------|
| 1. Choose appropriate search engine | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Search for the type of content | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Search websites that provide free stock images (e.g. unsplash, pixabay etc.) | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Select content types related to the platform (e.g. Facebook, twitter, Instagram etc.). | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Identify the content layout | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Generate idea for contents using tools and sites (e.g. Pinterest etc.) | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Identify the trends of the content | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Search content data | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. Add textual, images, audio, video or infographic content | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. Review grammar and spelling mistakes | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. Finalize the content | <input type="checkbox"/> | <input type="checkbox"/> |

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgement Guide

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|------------------------------|---|
| Qualification | Social Media Optimization (Content Writing) |
| Competency Standard | Design the post contents for social media |
| 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

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|---|--|---|-----------|----------------|
| Assessment Task | <ul style="list-style-type: none"> Search for content Search for layout of the content Create content | | | |
| During the practical assessment, candidate demonstrated the following: | | Yes | No | Remarks |
| 1. | Choose appropriate search engine | | | |
| 2. | Search for the type of content | | | |
| 3. | Search websites that provide free stock images (e.g. unsplash, pixabay etc.) | | | |
| 4. | Select content types related to the platform (e.g. Facebook, twitter, Instagram etc.). | | | |
| 5. | Identify the content layout | | | |
| 6. | Generate idea for contents using tools and sites (e.g. Pinterest etc.) | | | |
| 7. | Identify the trends of the content | | | |
| 8. | Search content data | | | |
| 9. | Add textual, images, audio, video or infographic content | | | |
| 10. | Review grammar and spelling mistakes | | | |
| 11. | Finalize the content | | | |
| Competent <input type="checkbox"/> | | Not Yet Competent <input type="checkbox"/> | | |

Knowledge Assessment

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|------------------------------|---|
| Qualification | Social Media Optimization (Content Writing) |
| Competency Standard | Design the post contents for social media |
| 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 Search Engine. | | |
| | | | |
| 2. | What is web browser? | | |
| | | | |
| 3. | Name any three examples of web-contents. | | |
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| Feedback to the Candidate |
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| Candidate's Signature _____ Assessor's Signature _____ |