

## Instruction Sheet for the Candidate

|                                  |  |
|----------------------------------|--|
| <b>Qualification</b>             | Social Media Optimization (Content Writing)  |
| <b>Competency Standard</b>       | Optimize the content for Social media platforms based on targeted audience   |
| <b>Purpose of Assessment</b>     | Formative Assessment   |
| <b>Candidate Details</b>         | Name_____<br>Registration/Roll Number_____   |
| <b>Guidance for Candidate</b>    | <b>To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration &amp; assessment):</b> <ul style="list-style-type: none"> <li>• Perform Competitive Analysis</li> <li>• Search keywords</li> <li>• Select Catchy Title</li> <li>• Optimize Contents of the Post</li> </ul>   |
| <b>Time: 03 Hrs.</b>             | During a practical assessment, under observation by an assessor, you are required to   |
| <b>Minimum Evidence Required</b> | <b>Perform Competitive Analysis</b> <ol style="list-style-type: none"> <li>1. Search for competitors within same niche</li> <li>2. Perform traffic analysis</li> <li>3. Compare competitors using meaningful attributes (price and content quality etc.)</li> <li>4. List more relevant hashtags as per niche</li> </ol> <b>Search keywords</b> <ol style="list-style-type: none"> <li>5. Find trending hashtags/keywords</li> <li>6. Identify top hashtags using different tools (all-hashtag.com)</li> <li>7. Search hashtag/keyword volume</li> <li>8. Select keywords</li> </ol> <b>Select Catchy Title</b> <ol style="list-style-type: none"> <li>9. Open search engine</li> <li>10. Select effective search query</li> <li>11. Collect/generate related titles</li> <li>12. Filter titles from the collected data</li> <li>13. Select appropriate catchy title using title generator tool</li> </ol> |

|  |  |
|--|--|
|  | <p>14. Incorporate keywords in title</p> <p><b>Optimize contents for the post</b></p> <p>15. Prepare textual content in effective manners to narrate the whole idea</p> <p>16. Use text, images, videos and infographics in the contents</p> <p>17. Use appropriate theme to attract targeted audience like colour, layout, design etc</p> |
|--|--|

## Self-Assessment Checklist

|                              |   |
|------------------------------|---|
| <b>Candidate Name</b>        |   |
| <b>Registration No.</b>      |   |
| <b>Qualification</b>         | Social Media Optimization (Content Writing)   |
| <b>Competency Standard</b>   | Optimize the content for Social media platforms based on targeted audience  |
| <b>Purpose of Assessment</b> | Formative Assessment  |
| <b>Assessment Task</b>       | <ul style="list-style-type: none"> <li>• Perform Competitive Analysis</li> <li>• Search keywords</li> <li>• Select Catchy Title</li> <li>• Optimize Contents of the Post</li> </ul> |

I can.....

| <b>Performance Criteria</b>  | <b>Yes</b>               | <b>No</b>                |
|--|--------------------------|--------------------------|
| 1. Search for competitors within same niche  | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Perform traffic analysis  | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Compare competitors using meaningful attributes (price and content quality etc.)    | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. List more relevant hashtags as per niche  | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Find trending hashtags/keywords   | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Identify top hashtags using different tools (all-hashtag.com)                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Search hashtag/keyword volume   | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Select keywords   | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. Open search engine  | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. Select effective search query  | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. Collect/generate related titles  | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. Filter titles from the collected data  | <input type="checkbox"/> | <input type="checkbox"/> |
| 13. Select appropriate catchy title using title generator tool                         | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. Incorporate keywords in title  | <input type="checkbox"/> | <input type="checkbox"/> |
| 15. Prepare textual content in effective manners to narrate the whole idea             | <input type="checkbox"/> | <input type="checkbox"/> |
| 16. Use text, images, videos and infographics in the contents                          | <input type="checkbox"/> | <input type="checkbox"/> |
| 17. Use appropriate theme to attract targeted audience like colour, layout, design etc | <input type="checkbox"/> | <input type="checkbox"/> |

Candidate's Signature\_\_\_\_\_ Assessor's Signature\_\_\_\_\_

Date: \_\_\_\_\_

## Assessors Judgement Guide

|                              |   |
|------------------------------|---|
| <b>Qualification</b>         | Social Media Optimization (Content Writing)   |
| <b>Competency Standard</b>   | Optimize the content for Social media platforms based on targeted audience  |
| <b>Purpose of Assessment</b> | Formative Assessment  |
| <b>Candidate Details</b>     | Name: _____<br>Registration/Roll Number: _____ Signature: _____   |
| <b>Assessment Outcome</b>    | COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/><br>Name of the Assessor _____<br>Assessor's code: _____<br>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

|   |   |  |           |                |
|---|---|--|-----------|----------------|
| <b>Assessment Task</b>  | <ul style="list-style-type: none"> <li>Perform Competitive Analysis</li> <li>Search keywords</li> <li>Select Catchy Title</li> <li>Optimize Contents of the Post</li> </ul> |  |           |                |
| <b>During the practical assessment, candidate demonstrated the following:</b> |   | <b>Yes</b>                                 | <b>No</b> | <b>Remarks</b> |
| 1.  | Search for competitors within same niche  |  |           |                |
| 2.  | Perform traffic analysis  |  |           |                |
| 3.  | Compare competitors using meaningful attributes (price and content quality etc.)  |  |           |                |
| 4.  | List more relevant hashtags as per niche  |  |           |                |
| 5.  | Find trending hashtags/keywords   |  |           |                |
| 6.  | Identify top hashtags using different tools (all-hashtag.com)   |  |           |                |
| 7.  | Search hashtag/keyword volume   |  |           |                |
| 8.  | Select keywords   |  |           |                |
| 9.  | Open search engine  |  |           |                |
| 10.   | Select effective search query   |  |           |                |
| 11.   | Collect/generate related titles   |  |           |                |
| 12.   | Filter titles from the collected data   |  |           |                |
| 13.   | Select appropriate catchy title using title generator tool  |  |           |                |
| 14.   | Incorporate keywords in title   |  |           |                |
| 15.   | Prepare textual content in effective manners to narrate the whole idea  |  |           |                |
| 16.   | Use text, images, videos and infographics in the contents   |  |           |                |
| 17.   | Use appropriate theme to attract targeted audience like colour, layout, design etc  |  |           |                |
| Competent <input type="checkbox"/>  |   | Not Yet Competent <input type="checkbox"/> |           |                |

## Knowledge Assessment

|                              |  |
|------------------------------|--|
| <b>Qualification</b>         | Social Media Optimization (Content Writing)  |
| <b>Competency Standard</b>   | Optimize the content for Social media platforms based on targeted audience   |
| <b>Purpose of Assessment</b> | Formative Assessment   |
| <b>Candidate Details</b>     | Name: _____<br>Registration/Roll Number: _____ Candidate Signature: _____  |
| <b>Assessment Outcome</b>    | <div style="display: flex; justify-content: space-around; align-items: center;"> <span><b>COMPETENT</b> <input type="checkbox"/></span> <span><b>NOT YET COMPETENT</b> <input type="checkbox"/></span> </div><br>Name of the Assessor: _____<br>Assessor's code: _____<br>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 Keyword.       |              |                  |
|   |                       |              |                  |
| 2.  | What is hashtag?      |              |                  |
|   |                       |              |                  |
| 3.  | Define search volume. |              |                  |
|   |                       |              |                  |

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