

## Instruction Sheet for the Candidate

<b>Qualification</b>	Social Media Optimization (Content Writing)
<b>Competency Standard</b>	Engage targeted audience and boost traffic
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name_____ 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>• Develop PR outreach</li> <li>• Drive Traffic</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>Develop PR outreach</b> <ol style="list-style-type: none"> <li>1. Know your target audience</li> <li>2. Maintain the records of active audience</li> <li>3. Provide regular feedbacks in form of replies, customer services, courtesy messages etc.</li> <li>4. Build contacts at social media through follow, likes, subscribe etc</li> </ol> <b>Drive Traffic</b> <ol style="list-style-type: none"> <li>5. Post stories at different social media platforms to reach the maximum audience for latest updates</li> <li>6. Create Polls at social media platforms to interact with audience by asking questions, getting opinion and to know the interest.</li> <li>7. Boost post at social media platform to improve the reach of the contents on the relevant audience using paid campaign etc.</li> <li>8. Share the content, post or account with maximum people platform to drive traffic on the social media</li> <li>9. Post/publish contents frequently and consistently to maintain the interest of the audience.</li> </ol>

## Self-Assessment Checklist

<b>Candidate Name</b>	
<b>Registration No.</b>	
<b>Qualification</b>	Social Media Optimization (Content Writing)
<b>Competency Standard</b>	Engage targeted audience and boost traffic
<b>Purpose of Assessment</b>	Formative Assessment
<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>• Develop PR outreach</li> <li>• Drive Traffic</li> </ul>

I can.....

<b>Performance Criteria</b>	<b>Yes</b>	<b>No</b>
1. Know your target audience	<input type="checkbox"/>	<input type="checkbox"/>
2. Maintain the records of active audience	<input type="checkbox"/>	<input type="checkbox"/>
3. Provide regular feedbacks in form of replies, customer services, courtesy messages etc.	<input type="checkbox"/>	<input type="checkbox"/>
4. Build contacts at social media through follow, likes, subscribe etc	<input type="checkbox"/>	<input type="checkbox"/>
5. Post stories at different social media platforms to reach the maximum audience for latest updates	<input type="checkbox"/>	<input type="checkbox"/>
6. Create Polls at social media platforms to interact with audience by asking questions, getting opinion and to know the interest.	<input type="checkbox"/>	<input type="checkbox"/>
7. Boost post at social media platform to improve the reach of the contents on the relevant audience using paid campaign etc.	<input type="checkbox"/>	<input type="checkbox"/>
8. Share the content, post or account with maximum people platform to drive traffic on the social media	<input type="checkbox"/>	<input type="checkbox"/>
9. Post/publish contents frequently and consistently to maintain the interest of the audience	<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>	Engage targeted audience and boost traffic
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Signature: _____
<b>Assessment Outcome</b>	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

<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>Develop PR outreach</li> <li>Drive Traffic</li> </ul>			
<b>During the practical assessment, candidate demonstrated the following:</b>		<b>Yes</b>	<b>No</b>	<b>Remarks</b>
1.	Know your target audience			
2.	Maintain the records of active audience			
3.	Provide regular feedbacks in form of replies, customer services, courtesy messages etc.			
4.	Build contacts at social media through follow, likes, subscribe etc			
5.	Post stories at different social media platforms to reach the maximum audience for latest updates			
6.	Create Polls at social media platforms to interact with audience by asking questions, getting opinion and to know the interest.			
7.	Boost post at social media platform to improve the reach of the contents on the relevant audience using paid campaign etc.			
8.	Share the content, post or account with maximum people platform to drive traffic on the social media			
9.	Post/publish contents frequently and consistently to maintain the interest of the audience			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

## Knowledge Assessment

<b>Qualification</b>	Social Media Optimization (Content Writing)
<b>Competency Standard</b>	Engage targeted audience and boost traffic
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name: _____ 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> 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.	What is targeted audience?		
2.	What is social media poll?		
3.	What is post boost?		

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