

Instruction Sheet for the Candidate

Qualification	Social Media Optimization (Content Writing)
Competency Standard	<ol style="list-style-type: none"> 1. Setup social media accounts 2. Design the post contents for social media 3. Optimize the contents for social media platforms based on targeted audience 4. Engage targeted audience and boost traffic
Purpose of Assessment	Summative Assessment
Candidate Details	Name_____ Registration/Roll Number_____
Guidance for Candidate	<p>To meet this standard, you are required to complete the following within 04 Hrs. time frame (for practical demonstration & assessment):</p> <p>write a post for a particular company after setup account on minimum two social media platforms and boost the post for the targeted audience.</p>
Time: 04 Hrs.	<p>During a practical assessment, under observation by an assessor, you are required to</p> <p>write a post for a particular company after setup account on minimum two social media platforms and boost the post for the targeted audience.</p>
Minimum Evidence Required	<p>Write a post for a particular company after setup account on minimum two social media platforms and boost the post for the targeted audience.</p> <ol style="list-style-type: none"> 1. Setup accounts on two social media platforms for a company 2. Create/write a post for the company 3. Optimize the post by adding keywords of high interest in the post after competitive analysis using 4. Publish post on selected social media platforms 5. Boost the post to drive the traffic for targeted audience

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Social Media Optimization (Content Writing)
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Purpose of Assessment	Summative Assessment
Assessment Task	Write a post for a particular company after setup account on minimum two social media platforms and boost the post for the targeted audience.

I can.....

Performance Criteria	Yes	No
1. Setup accounts on two social media platforms for a company	<input type="checkbox"/>	<input type="checkbox"/>
2. Create/write a post for the company	<input type="checkbox"/>	<input type="checkbox"/>
3. Optimize the post by adding keywords of high interest in the post after competitive analysis using	<input type="checkbox"/>	<input type="checkbox"/>
4. Publish post on selected social media platforms	<input type="checkbox"/>	<input type="checkbox"/>
5. Boost the post to drive the traffic for targeted audience	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature _____ Assessor's Signature _____

Date: _____

Assessors Judgement Guide

Qualification	Social Media Optimization (Content Writing)
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Purpose of Assessment	Summative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Signature: _____
Assessment Outcome	<div style="display: flex; justify-content: space-between; align-items: center;"> COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> </div> 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	write a post for a particular company after setup account on minimum two social media platforms and boost the post for the targeted audience.			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Setup accounts on two social media platforms for a company			
2.	Create/write a post for the company			
3.	Optimize the post by adding keywords of high interest in the post after competitive analysis using			
4.	Publish post on selected social media platforms			
5.	Boost the post to drive the traffic for targeted audience			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Social Media Optimization (Content Writing)
Competency Standard	1. Setup social media accounts 2. Design the post contents for social media 3. Optimize the contents for social media platforms based on targeted audience 4. Engage targeted audience and boost traffic
Purpose of Assessment	Summative 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.	Name any three social media platforms.		
2.	What is keyword?		

3.	Define competitive analysis.		
4.	What is targeted audience?		
5.	What is facebook business manager (business.facebook.com)?		

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