

Overview

Digital content professionals apply skills in design, coding and multimedia editing, using a mix of technology tools and platforms to create and publish digital content, including layout, text and graphics to web pages and mobile applications.

This standard includes the development and implementation of scripts and tools to support publishing digital content via social media channels. It also includes an understanding of the role of social media and affiliation networks in digital marketing and the range of media available.

Performance criteria

You must be able to:

1. Implement a social media strategy to meet organisational requirements
2. Review and recommend the selection of social media and collaborative tool platforms to meet business need
3. Connect and configure social media and collaborative tools to support business objectives
4. Embed social media scripts into digital content to optimise site visibility
5. Develop and manage social media and email channels to increase follower numbers, interaction and engagement to meet organisational targets
6. Support marketing campaigns, using email and social media channels to increase brand, product and service awareness
7. Integrate geo-solutions with social media to improve reach and send social media postings in real-time
8. Update digital content on social media sites in line with organisational requirements
9. Monitor and maintain social media sites, providing regular updates and reporting on activity

Knowledge and understanding

You need to know and understand:

1. Why social media, collaborative tools and online social environments are important
2. The features, benefits and drawbacks of social media and collaborative tools
3. The emerging trends in social media technology
4. How to implement social media strategies, and what is involved in their design, execution, and evaluation
5. The channels, platforms, and tools that exist to execute a social media strategy
6. The different adoption models for social media in business
7. The importance of social media and online marketplaces in digital marketing and the ethical and legal issues that arise
8. The use of social data for predictive personalisation, behavioural targeting and real-time marketing
9. What type of digital content works on various social/collaborative platforms
10. Access and compatibility issues for using social media and collaborative tools
11. Personal identity and security issues in social media and collaborative tools
12. The factors affecting the influence that social media channels have on one another
13. The problems that can occur with social media and how to deal with them

Version Number 1

Date Approved March 2017

Indicative Review Date April 2020

Validity Current

Status Original

Originating The Tech Partnership

TECIS100641



Publish digital content for social media channels

Organisation

Original URN TECIS100641

Relevant Occupations Information and Communication Technology; Information and Communication Technology Officer; Information and Communication Technology Professionals

Suite IT and Telecoms

Keywords Social media, collaborative technologies
