
Overview

This standard is part of competence area related to digital technologies, channels and platforms. It covers developing skills and competences about social channels and digital platforms. As a digital marketer, you promote products, services and brands with your target audience using social media channels and platforms. The important skills include strong communication skills, creativity, knowledge of social media management and scheduling tools, analytical and reporting skills, understanding of social media advertising and post-boosting techniques, research and planning abilities. All these skills enable you to expand the reach of your content, stay up to date with social media trends and best practices, maintain your business presence on social media and increase the revenue. This standard is for Digital Marketing professionals who are involved in developing skills and competencies about social media channels and digital platforms.

Performance criteria

You must be able to:

1. develop social media campaigns aimed at your target audiences
2. identify the objectives for the marketing activities
3. create and launch the social media campaigns
4. collect information required for content creation for the target audiences
5. create visual and descriptive content about your products and services
6. tailor your content in the format relevant for each social media channel and digital platform
7. amplify your platform-specific content with relevant hashtags
8. refine, update and schedule content on a regular basis
9. optimise your online content with relevant keywords to increase the leads and interactions with your target audiences
10. use relevant social media management and scheduling tools for targeting your audiences and interaction with them
11. use the relevant software for content promotion
12. collate and interpret the data by using the analytical tools and software
13. evaluate the performance of social media marketing activities and make changes, where required
14. follow the legal, regulatory and ethical requirements relating to marketing activities

Knowledge and understanding

You need to know and understand:

1. your organisation's products and services
2. your target audiences
3. the types of social media campaigns
4. the range of social media channels and digital platforms
5. how to create the relevant social media campaigns
6. the key messages for each target audiences
7. the hashtags for your content
8. the search engine optimisation (SEO)
9. how to optimise your online content with relevant keywords
10. the social media management and scheduling tools
11. the analytical and reporting tools
12. how to evaluate your social marketing performance against set metrics
13. why it is important to refine, update and schedule content on a regular basis
14. the legal, regulatory and ethical requirements in relation to marketing activities

Skills

- analytical
- methodical
- organised
- communication
- storytelling
- collaborating
- problem solving
- sense making
- digital technology
- creativity
- innovative
- keeping to deadlines

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Develop skills and competencies about social media channels and digital platforms



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