OCR
Oxford Cambridge and RSA

Unit Title:	Know how to publish, integrate and share using social media
OCR unit number:	58
Level:	2
Credit value:	5
Guided learning hours:	40
Unit reference number:	R/505/3515

Unit aim and purpose

This unit aims to develop knowledge and understanding of social media. Upon completion of this unit, learners will have developed their understanding of current social media networks, of how social media is used and of the software required. They will also understand best practices for the use of social media and the need for safety and security practices.

Learning Outcomes	**Assessment Criteria**
The Learner will: 1 Know the current social networks used to publish, integrate and share online	**The Learner can:** 1.1 Identify the main social media networks in current use 1.2 Describe the main features of each social media network identified 1.3 Describe why they would use each of the social media networks identified 1.4 Explain the purpose of a 'social aggregator' tool 1.5 Describe how blogs give individuals a voice on the Web 1.6 Explain how professionals make connections using social media networks
2 Understand how social media is used by individuals, organisations/businesses, governments and social groups	2.1 Describe why • individuals • organisations/businesses • governments • social groups use social media networking sites 2.2 Explain the advantages and typical components of a social media user profile 2.3 Identify the benefits of using social media networking for: • individuals • organisations/businesses • governments • social groups 2.4 Identify the risks of using social media networking for: • individuals • organisations/businesses • governments

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Learning Outcomes	Assessment Criteria
	• social groups 2.5 Describe how social media networks monitor engagement with their websites 2.6 Describe the advantages of podcasting 2.7 Explain why organisations have social media policies
3 Understand best practices for safe social networking	3.1 Describe appropriate precautions to ensure their own safety and privacy 3.2 Describe how to protect personal information when engaging with social media websites 3.3 Identify legal constraints on the uploading and downloading of software and other digital content
4 Use browser software to communicate information online	4.1 Select and use appropriate tools and techniques to communicate information online 4.2 Use browser tools to share information sources with others 4.3 Submit information online 4.4 Identify opportunities to create, post or publish material to social media websites
5 Understand the need for safety and security practices	5.1 Describe the danger of computer viruses and how to minimise risks 5.2 Describe how to minimise threats to information security when online 5.3 Describe how to minimise the threats to user safety when online 5.4 Describe where to access online help and information when using social media networks

Assessment

This unit is internally assessed by centre staff and externally verified by OCR Assessors.

Guidance on assessment

Skills CFA Assessment Strategy Competence units (S/NVQ)

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications' (A850)* on the OCR website www.ocr.org.uk .

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