OCR
Oxford Cambridge and RSA

Unit Title:	Exploring Social Media
OCR unit number:	59
Level:	2
Credit value:	2
Guided learning hours:	16
Unit reference number:	F/505/6880

Unit aim and purpose

This unit aims to develop understanding of social media. Upon completion of this unit, learners will have developed their understanding of the opportunities and threats associated with using social media, as well as the ways in which social media is used.

Learning Outcomes	**Assessment Criteria**
The Learner will: 1 Understand the opportunities and threats associated with using social media	**The Learner can:** 1.1 Describe the positive and negative aspects of using social media 1.2 Describe how to minimise risks associated with using social media
2 Understand the application of social media	2.1 Describe how various social media sites may be used by groups, individuals, businesses and organisations 2.2 Demonstrate the use of various social media sites to communicate and upload content including: a) Facebook b) Blogging c) Twitter d) YouTube 2.3 Describe how businesses and organisations may use social media to promote products and services

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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