

act^o

Social Media for Business

Apprenticeship

3
Level

Apprenticeship in Social Media for Business

There are over 500 million active users on Facebook, 105 million registered users on Twitter and 75 million professionals on LinkedIn. Social media is an exponentially growing key marketing tool and businesses need the support of a skilled workforce to enable them to make the best use of this opportunity to reach and connect with their customers.

This qualification is ideal for those who have an input into their organisation's social media. Candidates might be a Marketing Assistant, Social Media Executive, or even an Admin Assistant who holds social media responsibility.

This qualification will help candidates understand the impact of social media on business and introduce them to a range of marketing campaigns tools and techniques, as well as digital marketing and communication tools such as SEO, CRM software and collaborative technologies.

On completion of this Apprenticeship you will achieve the following qualifications:

Level 3 Diploma in Social Media for Business
Essential Skills - Application of Number Level 2*
Essential Skills - Communication Level 2*
Essential Skills - Digital Literacy Level 2*

Course Delivery

An assessor will visit the candidate at their workplace once a month for approximately two hours. In addition to this they will be set approximately four hours' worth of work to complete before their next meeting. The mandatory units are covered using assignments, for which there will be **seven workshops**. For the optional units, candidates will have the option of sitting an assignment or using a portfolio of evidence.

The Essential Skill Qualifications (if required) consist of controlled tasks, tests and group collaboration. These will be done through workshops held at ACT or your workplace and will help develop your numeracy, literacy and digital literacy skills.

Recommended Time in Framework

The recommended time to complete the Apprenticeship framework is 17 months.

Workshops

As mentioned above, learners are required to attend seven workshops: one full day for each of the mandatory units below and one full day for assignments (with the exception of the final unit where the workshop and assignment is rolled into one day). The workshops are detailed below:

Principles of Social Media within a Business

This workshop covers on the use of different marketing tools, how to target different audiences, understanding customer perception, and measuring success.

Principles of Keywords and Optimisation

This workshop will focus on SEO (search engine optimisation), exploring the difference between paid and organic SEO, how to reach the right audience, and the importance of keywords.

Social Networking Management for a Business

Candidates will learn about the tools available to manage social media. They will also learn about brand ambassadors and influencers and how they can be utilised to market a business.

Using Collaborative Technologies

This workshop explores collaborative tools: understanding the benefits, how to stay safe and secure while using them, how to use Google Sites and how to create a Google Site.

Competence Component

Level 3 Diploma in Social Media for Business

In order to achieve the qualification, the candidate must complete all **4 mandatory** units (covered in the workshops) and **4-6 optional** units from the table below:

Mandatory Units	Optional Units
<p>Principles of Social Media within a Business</p> <p>Principles of Keywords and Optimisation</p> <p>Social Networking Management for a Business</p> <p>Using Collaborative Technologies</p>	<p>Use Digital and Social Media in Marketing Campaigns</p> <p>Imaging Software</p> <p>Video Software</p> <p>Web Fundamentals</p> <p>Spreadsheet software</p> <p>Content Management System website creation</p> <p>Creating and Optimising Contents for the Web</p> <p>Principles of Mobile Social Media for Business</p> <p>Principles of Social Media Advertising and Promotion</p> <p>Understanding Customer Relationship Management for Creative Business</p> <p>Communicating Using Digital Marketing/Sales Channels</p> <p>Website Software</p> <p>Web Development</p> <p>Analyse and Report Data</p>

*As part of your Apprenticeship, you are required to undertake a framework of qualifications which include Essential skills. You may already hold qualifications that could be used to 'proxy' for these if you wish. These include:

Essential Skill	Proxy
Communication level 1	GCSE G or above, key skills or Essential skills Wales
Communication level 2	GCSE C or above, key skills or Essential skills Wales
Communication level 3	AS/A level E or above or Essential Skills Wales
AON level 1	GCSE G or above, key skills or Essential skills Wales
AON level 2	GCSE C or above, key skills or Essential skills Wales
AON level 3	AS/A level E or above or Essential

Have any questions about the qualification?

We are here to help. If you have any learner related questions or enquiries about this qualification, please contact:

Lucy Wilkinson
07720594825
lucywilkinson@acttraining.org.uk

Lucy will be able to provide you with information and advice you need regarding this qualification.

