



Principles of Social Media for Business Use
R/505/0890

*Assessment
Workbook*

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Introduction

This workbook has been developed so that you are able to collect and present evidence that demonstrates your knowledge and skills in relation to the use of social media within a business.

There are different sections that make up this workbook in order to make sure you are able to complete all of the tasks necessary but you will be provided with support as you move along by your Assessor.

Further learning materials and support is available through your studying membership of the Institute of Enterprise and Entrepreneurs. If you haven't yet received your login please speak to your Assessor who will be happy to sort this out for you.

This unit contains four learning outcomes and will support you to be able to:

- Understand the major social media channels
- Understand the specialist social media channels
- Understand how a business uses social media
- Understand the risks associated with using social media

The evidence within this workbook will be assessed by,

Assessor Name:

and will be quality assured by,

Internal Quality Assurer Name:

Your Assessor will support you to plan how best to demonstrate your knowledge and skills which may be through the completion of the activities within this workbook or may include additional tasks best suited to you.

If any additional tasks are to be completed these will be listed in the table below with target dates for which you should try your best to complete each task listed.

Task	Target Date	Re-planned Target Date
Completion of the activities included within this workbook		

By signing below you agree to completing the work as detailed above and working with your Assessor to achieve this by the deadlines indicated.

Learner Name:

Signature:

Date:

Assessor Name:

Signature:

Date:

Activities

Activity 1

Using the table below, highlight the main social media channels that you think businesses use to engage with their customers and the wider marketplace, the reason they use each of the channels and the main differences between the channels and the alternatives.

Social media channel	Reasons a business would use this channel	Difference between this channel and its rivals

Activity 2

Using the table below, highlight the main **specialist** social media channels, eg. CheckATrade, that you think businesses use to engage with their customers and the wider marketplace, the reason they use each of the channels and the main differences between the channels and the alternatives.

Social media channel	Reasons a business would use this channel	Difference between this channel and its rivals

How does using social media help a business to engage with those internal and external to the business?



What is an online community **and** how can it help with engagement with those internal and external to the business?



Why is it important for a business to be aware of when they have been mentioned on social media?



What is a social media policy **and** what types of information would you normally find within one?



Why is it important for a business to have a social media policy?



Activity Mapping

Now you have completed the activities to demonstrate your knowledge and skills it is time for your Assessor to map your work against the standards listed below.

By doing this they will be making sure that the work you have provided by completing the activities meets the requirements for you to gain your certificate.

Your Assessor will provide you with feedback on how you have done and whether any more work may be required.

Assessment Criterion - The learner can:	Activity Number or Reference Number of Additional Activities:	Assessor Signed Off (✓/X):
State the major social media channels	1	
Identify reasons for using each of the major social media channels for business use	1	
State the main differences between the major social media channels	1	
State the specialist social media channels	2	
Identify reasons for using each of the specialist social media channels for business use	2	
State the main differences between the specialist social media channels	2	
Identify why a business uses social media	3	
Explain the advantages of a business building an online community	3	
Describe why a business should be aware when they are mentioned in social media	3	
State the benefits of a business using social media for engagement	3	
Identify ways of monitoring social media engagement	3	

Activity Mapping

Assessment Criterion - The learner can:	Activity Number or Reference Number of Additional Activities:	Assessor Signed Off (✓/X):
Identify risks associated with using social media for business use	3	
Explain why a business should have a social media policy	3	

Assessor Feedback

A large grey rectangular area with horizontal lines, intended for assessor feedback. The area is divided into 15 horizontal rows by thin grey lines, providing a structured space for text input.

Authenticity Declarations

Learner Declaration

By signing this declaration you agree that the evidence provided within this workbook has been produced by you and meets the requirements of being authentic, sufficient, valid and current to the standards required.

Learner Signature:

Date:

Assessor Declaration

By signing this declaration you agree that you have assessed all of the evidence produced within this workbook and have ensured that the work is that of the learner. You are also declaring that during the learning process you have ensured that the evidence is authentic, sufficient, valid and current to the standards required.

Assessor Signature:

Date:

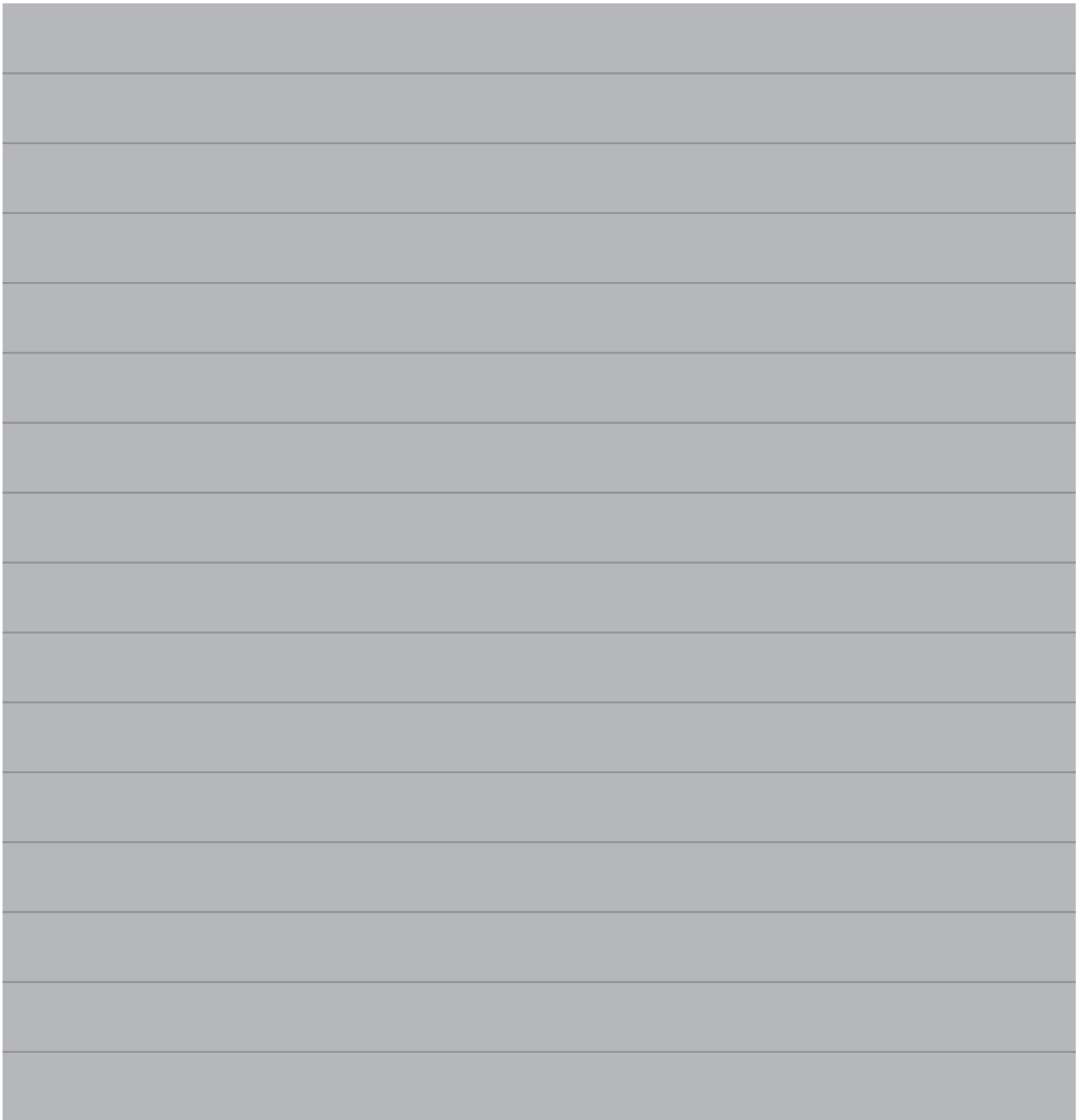
IQA Signature (if applicable):

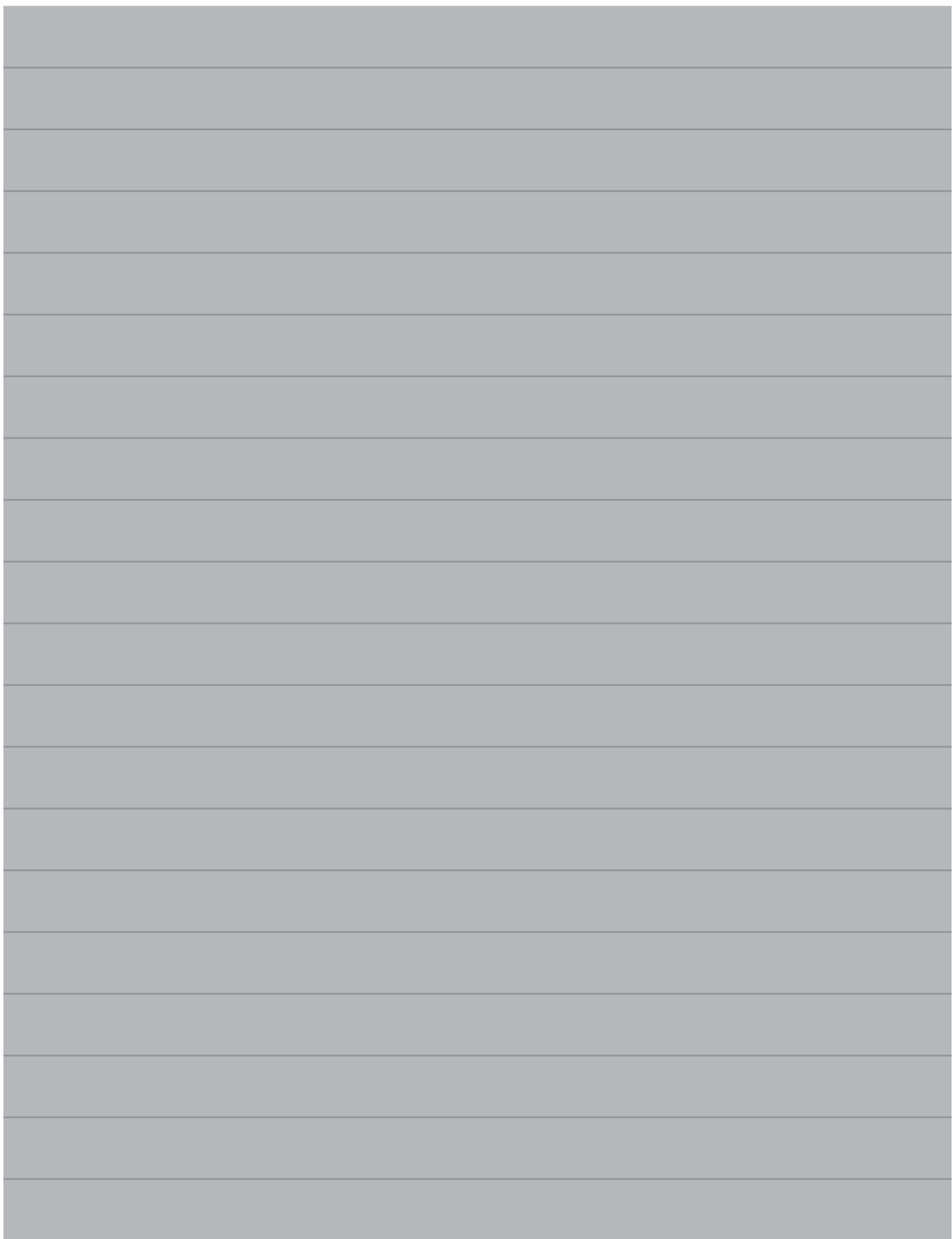
Date:

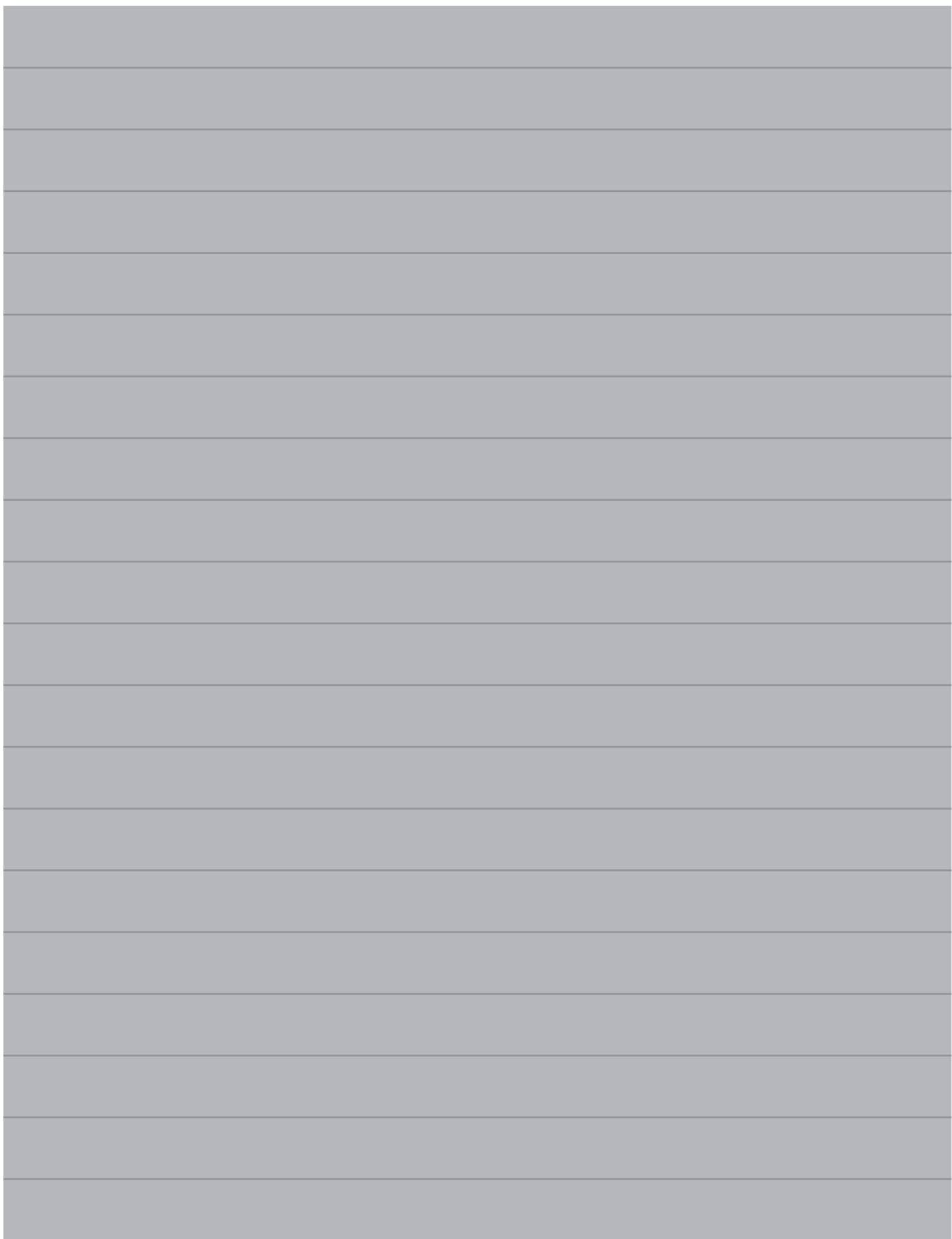
Additional Evidence Forms

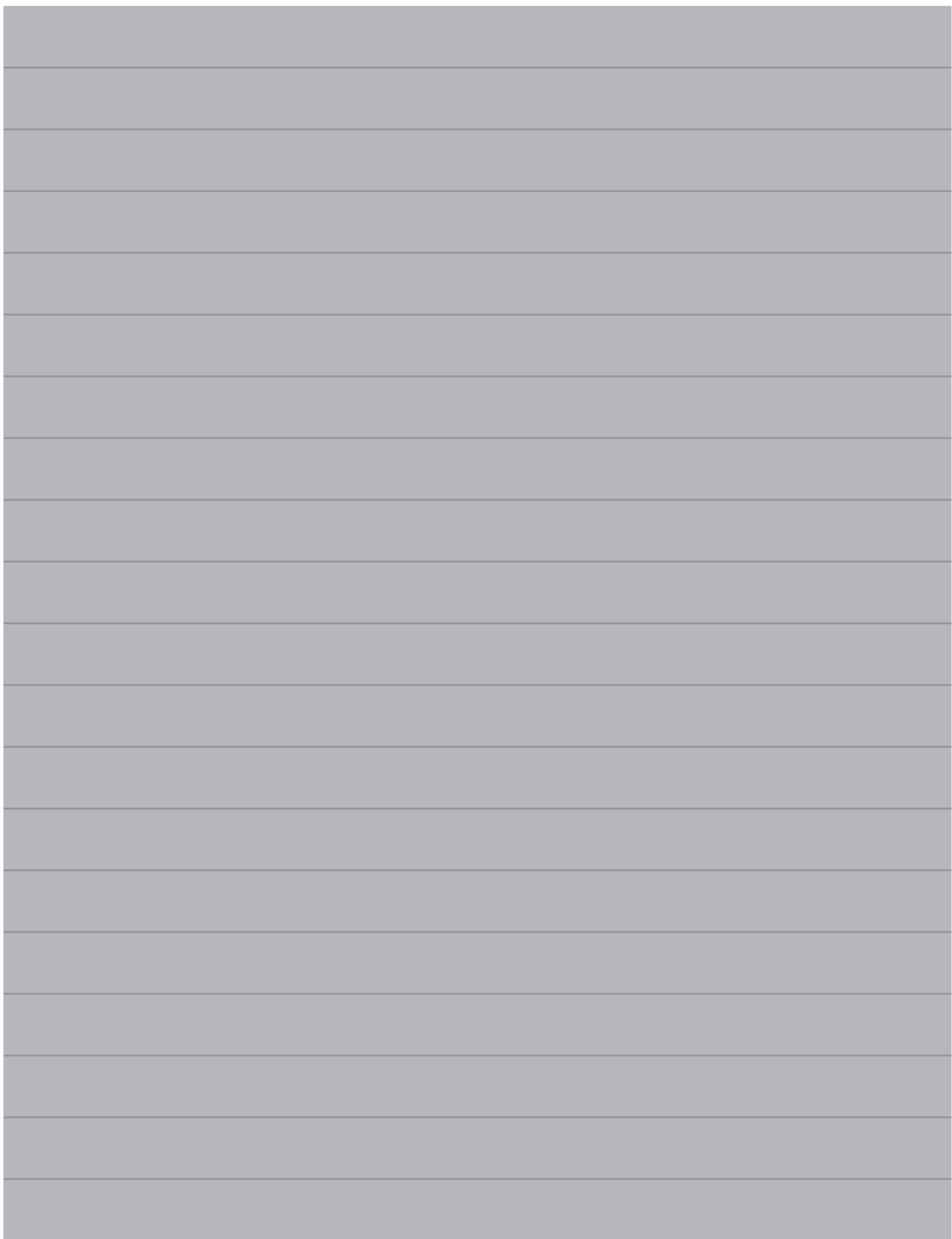
Use these additional forms in order to record additional evidence for the activities within this workbook where additional space is required.

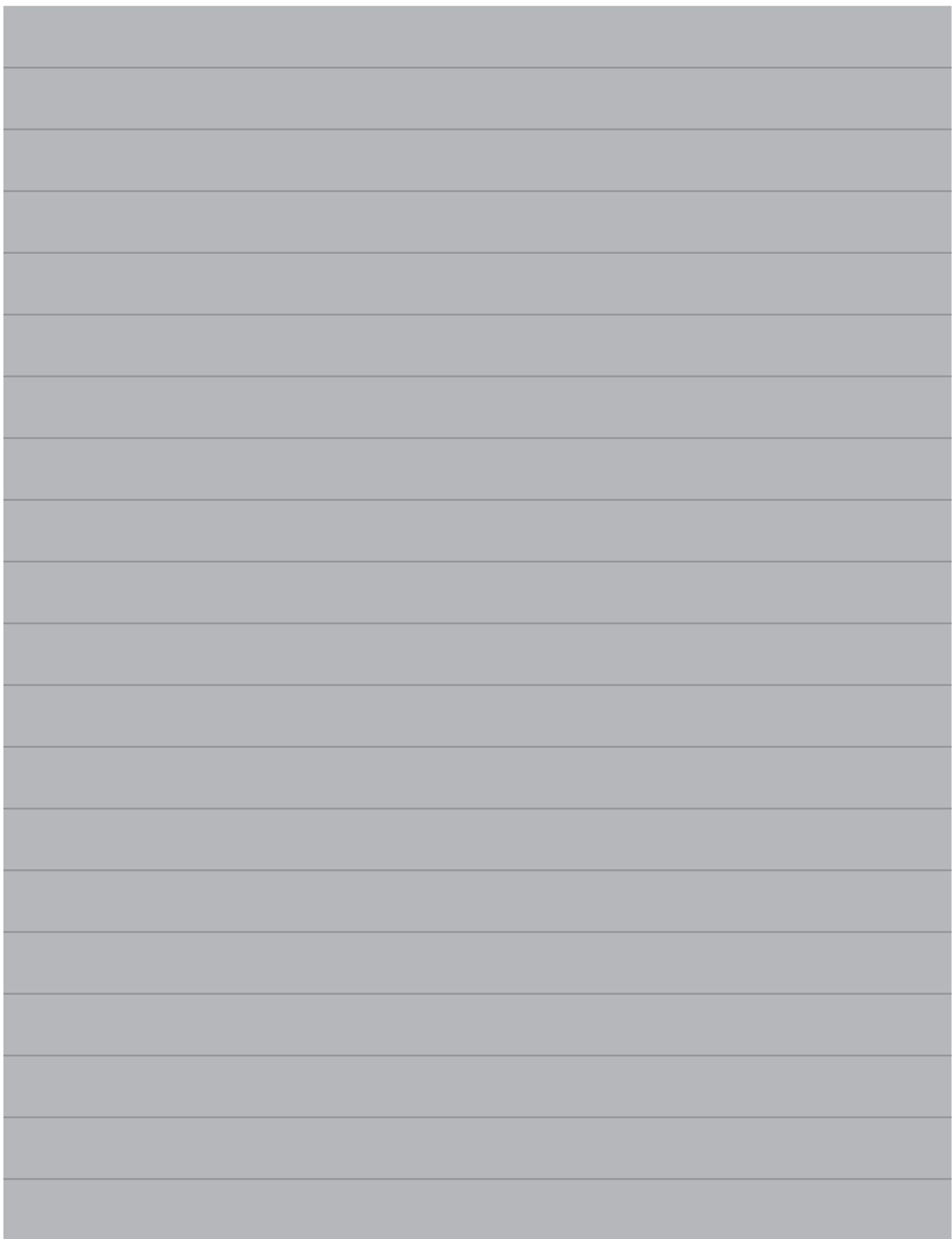
Ensure that each piece of evidence entered on these forms is clearly labelled with the corresponding activity number.

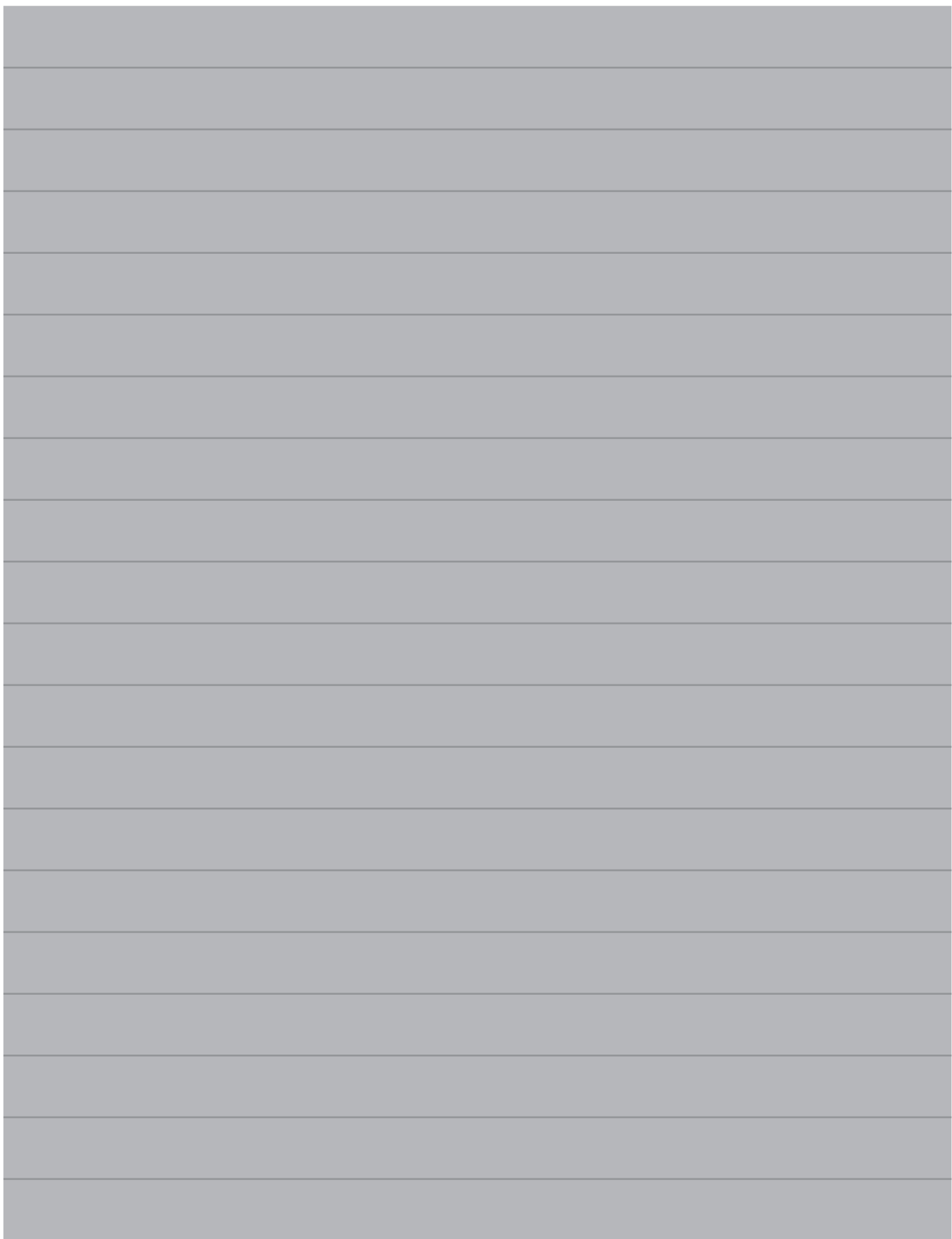
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