

## SFEDI Awards Level 1 Award in Social Media for Business Use - 600/9351/1

### OVERVIEW

#### Who is this qualification for?

This qualification is part of a suite of 'Enterprise Essentials' qualifications and is aimed at those learners who wish to undertake a short course to gain an introductory understanding of how social media can be used by a business in order to make use of networks to engage with potential and existing customers.

#### What prior qualifications/levels of attainment does a learner need to take this qualification? Are there any age restrictions?

This qualification is aimed at 16-18 year old learners as well as those aged over 19, ie both young people and adults.

There are no formal entry requirements however, in order to benefit from undertaking the qualification; you should at least possess communication skills sufficient enough to allow you to meet the assessment requirements.

#### What does this qualification cover?

This is a QCF regulated qualification containing two core units. You will need to do both units to complete your qualification. The core units cover:

- Social Media for Business Use
- Principles of Social Media for Business Use

### WHAT COULD THIS QUALIFICATION LEAD TO?

#### Will the qualification lead to employment, and if so, in which job role and at what level?

Most employers now look to employ specific people to manage social media content for their business, and as this qualification will help you understand the major social media channels and how to use them and show you how to create and maintain content for a business, it could help you to get your first job at junior level or get back into the job market after a period of unemployment. It will also provide you with essential skills if you are planning to set up in your own business.

#### Will the qualification support progression to further learning, if so, what to?

This qualification can lead you into other options to learn; you may want to further your development in social media particularly and move on to a Level 2 qualification in this field or, if you are employed in a

junior role, your employer may want you to undertake the Enterprise Apprenticeship with a particular focus on social media and entrepreneurial skills.

Some learners will be looking to enter the self-employment market so undertaking the Level 1 Award in Social Media for Business Use could lead to, or run alongside, other qualifications that aim to provide you with business start up and entrepreneurial skills either at the same level (Level 1) or at Level 2.

SFEDI Awards offers a range of qualifications within our Enterprise Skills Development or Enterprise Essentials series which may be of interest.

You could also progress into any other vocational learning of your choice and do other qualifications.

**If there are larger and/or smaller versions of this qualification at the same Level, why should a learner take this particular one?**

This is the only qualification available through SFEDI Awards at this size and level and linked to Social Media.

**WHO SUPPORTS THIS QUALIFICATION?**

This qualification has been designed in conjunction with the IOEE, the UK professional Institute of Enterprise and Entrepreneurs. They acknowledge the work we have carried out with Colleges and Providers in the formulation of this qualification to ensure it meets the requirements of the market.

In recognition of this work, the IOEE has agreed to provide one year's free study membership to any learner undertaking this qualification which allows you to take advantage of the following benefits:

- regular information on what's happening through the IOEE Enterprise and Mentoring Monthly newsletter, including case studies of people just like you who are becoming more enterprising
- opportunities to meet business owners in their online communities who are happy to share how they have been there, done it, got the t-shirt and continue to wear it
- enterprise resources including videos and articles to enhance your understanding of enterprise and enterprise support
- the chance to meet other members through their meet a mentor and networking events
- a chance to compare notes with other entrepreneurs and business support professionals through the online groups and forums
- a chance to promote yourself and your business to other IOEE members through the IOEE profile page

This qualification is also supported by:

The Social Media Academy - <http://www.thesocialmediaacademy.com/>

The Institute of Enterprise and Entrepreneurs - <http://ioee.co.uk/>

Letters of support are available on request.

## **FURTHER INFORMATION**

More information regarding this qualification, who delivers it, where and how, can be found at:

<http://sfediawards.com/qualifications/level-1-award-in-social-media-for-business-use/>

More information regarding the Institute of Enterprise and Entrepreneurs can be found at:

<http://ioee.co.uk/>