

**Name of the Job Role:** Social Media Executive

**QP Code and NSQF Level:** MES/Q0702

S.No.	Orientation Component/Activity	Topic	Sub-Topics	Topic Duration (in hours)	Learning Outcomes
1	Domain Training	Create work flow for social media	1. Manage all social media channels and designing related campaigns to engage customers 2. Constructing an approach and planning the process	2 Hr.	PC1. make daily work plan as per social media strategy of the organization PC2. seed content into social networks PC3. identify client branding (color scheme, logo, target audience, etc.) PC4. manage blogger and other influencer outreach program PC5. manage graphic designers for generating online graphical posts / infographics. PC6. create social media marketing goals PC7. research about social media audience PC8. establish most important metrics (reach, clicks, engagement, hashtag performance etc.) PC9. research about social competitive landscape PC10. track performance of the campaigns
	Domain Training	Plan and organise work to meet expected outcomes	1. Work scheduling as per deliverable requirements 2. Appropriate use of resources	2 Hr.	PC1. arrange all files and folders neatly in the computer PC2. keep immediate work area clean and tidy PC3. treat confidential information as per the organisation's guidelines PC4. work in line with organisation's policies and procedures PC5. work within the limits of job role PC6. obtain guidance from appropriate people, where necessary PC7. ensure work meets the agreed requirements

					<p>PC8. establish and agree on work requirements with appropriate people</p> <p>PC9. manage time, materials and cost effectively</p> <p>PC10. use resources in a responsible manner</p>
	<b>Domain Training</b>	<b>Manage online tools</b>	<p>1. Selecting tools from online resources for social media posts</p> <p>2. Monitor and analyze performance of the campaigns using online tools</p>	2 Hr.	<p>PC1 . select appropriate tools from the various social media tools available for posts, scheduling and reach.</p> <p>PC2 . implement, analyze, and optimize organic and paid search engine marketing activities</p> <p>PC3 . track and report metrics around social posts and fan engagement</p> <p>PC4 . analyze and provide weekly &amp; monthly social media metrics status reports to senior level management</p> <p>PC5 . monitor trends in social media tools, applications, channels, design and strategy and quantifying it ensuring a sound and efficient website</p> <p>PC6 . monitor effective benchmarks for measuring the impact of social media programs</p> <p>PC7 . analyze, review, and report on effectiveness of campaigns in an effort to maximize results</p>
2	<b>Soft Skills and Entrepreneurship Tips specific to the Job Role</b>	<b>Communication &amp; team work</b>		2 Hr.	Communicate what one intends to, to other team mates

		<b>E wallet &amp; digital literacy/e-commerce</b>		2 Hr.	Online transaction system using smart phones/ computer  Awareness about faradism
3	<b>Familiarization to Assessment Process and Terms</b>  <b>Duration: 2 hours</b>	<b>Need and importance of Assessment</b>		1 Hr.	Should be able to understand importance of assessment
		<b>Process and modes of assessments</b>		1 Hr.	Should become familiar with the process of assessment