Model Curriculum

Social Media Manager

SECTOR: Media and Entertainment
OCCUPATION: Digital
REF ID: Marketing / Advertising Sales / Traffic
MES/Q0703, V2.0
5

Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

Media and Entertainment Skill Council

for

MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/ Qualification Pack: **'Social Media Manager'** QP Ref. No. '**MES/Q0703, NSQF Level 5'**

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Date of Issuance: 24ᵗʰ February 2022

Valid up to: 23ʳᵈ February 2027

* Valid up to the next review date of the Qualification Pack

Authorized Signatory
Media and Entertainment Skill Council

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Social Media Manager

This program is aimed at training candidates for the job of a "Social Media Manager", in the "Media and Entertainment" Sector / Industry and aims at building the following key competencies amongst the learner

Program Name	Social Media Manager
Qualification Pack Name & Reference ID.	MES/Q0703, Version 2.0

Version No.	2.0	Version Update Date	24/02/2022

Pre-requisites to Training	• Postgraduate OR • Graduate (Digital Marketing/Social Media) with one year of relevant experience) OR • Graduate with two years of relevant experience OR • Three years diploma after Class 12th with two years of relevant experience OR • Class 12th Pass with five years of relevant experience OR • Social Media Executive/Search Engine Optimization / Marketing Executive at NSQF Level-4 with three years of relevant experience Min Age: 20 Years
Training Outcomes	**After completing this programme, participants will be able to:** • Create long-term and short-term strategy for social media marketing in sync with organizational objective and goal • Identify various steps in effective implementation of the organizational social media strategy • Identify various cost centers and prepare a budget for implementation of the social media strategy with adequate control • Develop a management information system by identifying various management control points and prepare analytic reports with key information for the management • Manage the team of executives effectively within the human resource guidelines of the organization • Maintain workplace health and safety

This course encompasses 6 out of 6 National Occupational Standards (NOS) of "Social Media Manager" Qualification Pack issued by "Media and Entertainment Skills Council".

S. No	Module	Key Learning Outcomes	Equipment
1	**Introduction and Orientation** **Theory Duration** (hh:mm) 20:00 **Practical Duration** (hh:mm) 40:00 **Corresponding NOS Code** Bridge Module	● Create accounts in various social media platforms ● Create social media campaigns in various platforms ● Assimilate various terms related with social media ● Create basic postings for social media	Internet enabled electronic devices such as Tabs, Laptops, Desktop
2	**Develop social media strategy** **Theory Duration** (hh:mm) 40:00 **Practical Duration** (hh:mm) 50:00 **Corresponding NOS Code** MES/N0712	● Align the social media strategy in sync with the organizations goal and objective ● Set up social media campaign as per identified organizational objective and goal ● Set-up specific, measurable, attainable, relevant, timely (SMART) goals for each social media marketing campaign ● Carry out segmentation of market by identifying common characteristics of various buyers groups ● Analyse about industry trend, target customers of competitors ● Identify the social media target platforms based on the product and services offered and the organizational goals ● Create a social media budget by allocating fund to various platforms. ● Create a list of key performance indicators (KPI) to tract campaign performance ● Measure various campaign performances based on defined KPIs ● Create a management information system for preparation of periodic analytic reports for the management.	Internet enabled electronic devices such as Tabs, Laptops, Desktop
3	**Plan social media strategy** **Theory Duration** (hh:mm) 40:00 **Practical Duration** (hh:mm) 50:00	● Create campaigns based on the social media strategy of the organization ● Set up calendar for activities in various platforms as per budget ● Identify and coordinate to source the various requirements for running the campaign such as social media posts, infographics, blogs, landing pages etc. ● Track and test conversion records periodically for each campaign ● Observe the daily budge, content calendar, target audience of all the campaigns and ensure that the campaigns are run as per budget and hit the intended audience	Internet enabled electronic devices such as Tabs, Laptops, Desktop

	Corresponding NOS Code MES/N0713		
4	**Prepare and manage the budget** **Theory Duration** (hh:mm) 40:00 **Practical Duration** (hh:mm) 50:00 **Corresponding NOS Code** MES/N0714	● Determine various cost components such as team salaries, tools, software, content creation, cost of advertisement etc. ● Prepare a budget by incorporating all cost components proportionally as per established rationales ● Create sequence of the campaign with expected budget outflow for each campaign, ● Use budgeting software ● Prepare budget manually or with the aid of software with detail break up of each cost head ● Monitor the budget to exercise adequate control ● Create variance report highlighting actual expenses against budgeted expenses	Internet enabled electronic devices such as Tabs, Laptops, Desktop
5	**Prepare MIS and analytical report for social media** **Theory Duration** (hh:mm) 40:00 **Practical Duration** (hh:mm) 50:00 **Corresponding NOS Code** MES/N0715	● Generate Analytic weekly/monthly/ yearly report by collecting statistics (followers, clicks, likes, reply, share, retweets, favorites etc.) ● Generate qualitative analytical report to measure the engagement of a marketing campaign, success of a product launch or event ● Carryout exploratory research particularly in the conceptualization stage of a campaign ● Prepare different types of MIS reports expected by the management/ other internal functions ● Analyze the reports to identify key trends in the industry, product group, buyer's behavior. ● Audit social media strategy ● Check variances and suggest corrective actions based on the analysis.	Internet enabled electronic devices such as Tabs, Laptops, Desktop
6	**Manage a team** **Theory Duration** (hh:mm) 30:00 **Practical Duration** (hh:mm) 30:00 **Corresponding NOS Code** MES/N0716	● Communicate with team effectively in verbal and written form ● Ensure team productivity to achieve goal ● Disseminate information to team in effective manner in sync with organizational requirement ● Analyze gaps in work performance, share feedback in a motivating manner, suggest corrective actions to enhance performance ● Comply with organization's policies and procedures for team building ● Exercise proper delegation and control to achieve team performance ● Suggest ways/methods to improve performance and prepare a monthly performance report ● Resolve conflicts and escalate issues as per human resource policy of the organization	Internet enabled electronic devices such as Tabs, Laptops, Desktop
7	**Maintain workplace health and safety** **Theory Duration**	● Maintain one's posture and position to minimize fatigue and the risk of injury. ● Maintain first aid kit and keep oneself updated on the first aid procedures.	Dairy, notebook, pen, photo and video camera, digital recorder,

	(hh:mm) 30:00 **Practical Duration** (hh:mm) 30:00 **Corresponding NOS Code** MES/N0104	• Identify and document potential risks like siting postures while using computer, eye fatigues and other hazards in the workplace. • Maintain accident reports. • Report health and safety risks/ hazards to concerned personnel. • Participate in organization health and safety knowledge sessions and drills. • Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency. • Identify security signals e.g. fire alarms and places ` staircases, fire warden stations, first aid and medical rooms. • Identify aspects of your workplace that could cause potential risk to own and others health and safety. • Safeguard personal health and safety, and that of others in the workplace though precautionary measures. • Identify and recommend opportunities for improving health, safety, and security to the designated person. • Report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected. • Follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard. • Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority.	flashlight, Computer System, white board, marker, projector, Health and Safety Signs and policy etc.
	Total Duration **540:00** **Theory Duration** **240:00** **Practical Duration** **300:00**	Dairy, notebook, pen, photo and video camera, digital recorder, flashlight, Computer System, white board, marker, projector, Health and Safety Signs and policy etc.	

Grand Total Course Duration: **540 Hours, 0 Minutes**
 *(This syllabus/ curriculum has been approved **by Media and Entertainment Skills Council**)*

Trainer Prerequisites for Job role: "Social Media Manager" mapped to Qualification Pack: "MES/Q0703", version 2.0"

Sr. No.	Area	Details
1	Job Description	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with Qualification Pack "MES/Q0703" Version 1.0.
2	Personal Attributes	The candidate should have aptitude for conducting training, pre /post work to ensure competent, employable candidates at the end of training. The individual in this role must possess technical acumen with high degree of professional responsibility and timeliness with deadlines. He/she in this role holders has to be open-minded, willing to try new things and comfortable taking advice from unexpected sources.
3	Minimum Educational Qualifications	Post Graduation or Social Media Manager (NSQF Level 5) Certified
4a	Domain Certification	Certified for Job Role: "Social Media Manager" mapped to QP: "MES/Q0703", Version 1.0. Minimum accepted score as per SSC guidelines is 70%.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: MEP/Q2601" with scoring of minimum 80%.
5	Experience	Minimum 2 years of work experience as a digital marketer/ as freelancer. He should be able to communicate in English. He should have knowledge of Digital Media, Digital software tools, Safety, Health & Hygiene.

Assessment Criteria for Social Media Manager	
Job Role	Social Media Manager
Qualification Pack	MES/Q0703, version 1.0
Sector Skill Council	Media and Entertainment Skills Council

Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.

2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.

3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).

5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion.

6. To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.

7. In case of *unsuccessful completion*, the trainee may seek reassessment on the Qualification Pack.

Compulsory NOS Total Marks : 600			Marks Allocation		
Assessment outcomes	Assessment criteria for outcomes	Total marks	Out Of	Theory	Skills Practical
1. MES/N0712 (Develop social media marketing strategy)	PC1. identify and understand organization's objectives for aligning social media marketing campaigns towards it	100	15	6	9
	PC2. set-up clear, specific and measurable goals for each social media marketing campaign		10	4	6
	PC3. analyze current customer base to find out their common characteristics and interests		15	6	9
	PC4. research about the key competitors to identify who they are targeting and who are their current customers		10	4	6
	PC5. create the profile of the ideal target customer like their age, location, gender, interests etc. using all the data collected during the research		10	4	6
	PC6. identify the social media networks to be targeted based on the defined objectives and goals		10	4	6

	PC7. set-up and allocate the budget for each social media network		10	4	6
	PC8. define key performance indicators (KPI) for each social media marketing campaign to measure their outcome		10	4	6
	PC9. set-up the frequency of performance reports to be created and shared with the stakeholders		10	4	6
		Total	**100**	**40**	**60**
2. MES/N0713 (Plan social media strategy)	PC1. conduct the set-up of campaigns based on the defined social media marketing strategy	100	10	5	5
	PC2. set the timelines and dates for getting each digital marketing campaign live based on the available resources		10	4	6
	PC3. manage the social media strategy in line with overall organization's objectives and goals		15	5	10
	PC4. identify the campaign requirements such as content, creatives, budget, landing pages etc.		10	4	6
	PC5. delegate the campaign tasks to the team members along with set completion deadline		15	5	10
	PC6. monitor the work progress, review the quality and give feedback to the team members		10	4	6
	PC7. test and ensure the conversion tracking is set-up properly for each campaign		10	5	5
	PC8. review the target audience, daily budget and scheduling of all the campaigns		10	4	6
	PC9. review and ensure that the campaign budgets are set-up as per the plan		10	4	6
		Total	**100**	**40**	**60**
3. MES/N0714 (Prepare and manage the budget)	PC1. determine the budget requirements to conduct the social media campaign including team salaries, tools, content development etc.	100	25	10	15
	PC2. determine the sequence of activities in terms of their cost implications and expenses for each item		25	5	20
	PC3. prepare online campaign budget (either using budgeting/ tabulation software or manually) with details on required expenses for each activity		25	10	15
	PC4. track the outflow of funds against the budget, highlight variances and escalate issues to key departments (especially the finance) in a coordinated and timely manner		25	10	15
		Total	**100**	**35**	**65**
4. MES/N0715 (Prepare MIS and	PC1. audit the current social media approach		10	3	7
	PC2. collect data and statistics (followers, clicks, retweets, favorites etc.)		15	5	10

analytical report for social media)	PC3. mix metrics and qualitative analytical report to gauge the success of a product launch, marketing campaign, or event		15	5	10
	PC4. prepare an explanatory piece of research		10	3	7
	PC5. present information in an easy to understand format, that is acceptable to the organization		10	3	7
	PC6. prepare different types of reports expected by the management/ other internal functions	100	10	3	7
	PC7. prepare and present information in the defined format to meet requirements		10	2	8
	PC8. respond positively to feedback and changes in requirements		10	3	7
	PC9. review the reports to identify key trends and other variances		10	3	7
		Total	**100**	**30**	**70**
5. MES/N0716 (Manage a team)	PC1. maintain clear communication with colleagues (by all means including face-to-face, telephonic as well as written)		10	3	7
	PC2. lead a team to achieve the target		10	3	7
	PC3. pass on information to colleagues in line with organizational requirements in an effective manner		10	3	7
	PC4. adhere to commitments made to team members		10	3	7
	PC5. share feedback and analyse gaps in work performance		5	2	3
	PC6. comply with organization's policies and procedures for working with colleagues	100	10	3	7
	PC7. develop plan to achieve targets through delegation and control		5	2	3
	PC8. lead, monitor and motivate the social media team to achieve targets		10	3	7
	PC9. Lead, monitor and motivate the social media team to achieve targets		10	3	7
	PC10. supervise meetings with other executives to monitor online campaign/activities and suggest ways/methods to improve performance		5	2	3
	PC11. prepare a monthly performance report		10	3	7

		PC12. resolve conflicts and escalate issues (where required) for better team structure		5	5	0
			Total	100	35	65
6.	MES/N0104 (Maintain workplace health and safety)	PC1. maintain one's posture and position to minimize fatigue and the risk of injury	100	10	5	5
		PC2. maintain first aid kit and keep oneself updated on the first aid procedures		10	5	5
		PC3. identify and document potential risks like sitting postures while using computer, eye fatigue and other hazards in the workplace		5	2	3
		PC4. accurately maintain accident reports		5	2	3
		PC5report health and safety risks/ hazards to concerned personnel		10	5	5
		PC6. participate in organization health and safety knowledge sessions and drills		10	5	5
		PC7. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency		10	5	5
		PC8. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	5	5
		PC9. identify aspects of workplace that could cause potential risk to own and others health and safety		5	2	3
		PC10. ensure own personal health and safety, and that of others in the workplace though precautionary measures		5	2	3
		PC11. identify and recommend opportunities for improving health, safety, and security to the designated person		5	2	3
		PC12. report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected		5	2	3
		PC13. follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard		5	2	3
		PC14. identify and correct risks like illness, accidents, fires or another natural calamity safely and within the limits of individual's authority		5	2	3
			Total	100	46	54