QP Name: Social Media Influencer

QP Code: MES/Q0708

QP Version: 1.0

NSQF Level: 4

Model Curriculum Version: 1.0

Media & Entertainment Skills Council, 522-524, DLF Tower-A, Jasola, New Delhi - 110025

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Training Parameters

Sector	Media and Entertainment
Sub-Sector	Digital Media
Occupation	Digital media/Marketing/Ad Sales
Country	India
NSQF Level	4
Aligned to NCO/ISCO/ISIC Code	NCO-2015/2432.0201
Minimum Educational Qualification and Experience	Class 12th pass with one year of relevant experience OR ITI (2 years after 10th) with one year of relevant experience
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	22/01/2022
Next Review Date	30/03/2027
NSQC Approval Date	31/03/2022
QP Version	1.0
Model Curriculum Creation Date	05/02/2022
Model Curriculum Valid Up to Date	30/03/2027
Model Curriculum Version	1.0
Minimum Duration of the Course	450 Hours
Maximum Duration of the Course	510 Hours

Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Analyse the requirements of the job
- Prepare content/blogs for social media
- Develop and implement innovative social media strategies
- Manage online tools
- Develop and execute influencer campaigns
- Maintain workplace health and Safety

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
MES/N0735: Analyse the job requirements and prepare content / blogs for social media **NOS Version No. 1** **NSQF Level 4**	**15:00**	**45:00**			**60:00**
Analyse the job requirements and prepare content / blogs for social media	**15:00**	**45:00**			**60:00**
MES/N0736: Develop and implement innovative social media strategies **NOS Version No. 1** **NSQF Level 4**	**30:00**	**60:00**			**90:00**
Develop and implement innovative social media strategies	**30:00**	**60:00**			**90:00**
MES/N0709: Manage online tools **NOS Version No. 1** **NSQF Level 4**	**30:00**	**60:00**			**90:00**
Manage online tools	**30:00**	**60:00**			**90:00**
MES/N0737: Develop and executing influencer campaigns **NOS Version No. 1** **NSQF Level 4**	**30:00**	**60:00**			**90:00**

	30:00	60:00			
Develop and executing influencer campaigns	30:00	60:00			90:00
MES/N0104: Maintain workplace health and Safety **NOS Version No. 1** **NSQF Level 5**	**30:00**	**30:00**			**60:00**
Maintain workplace health and Safety	**30:00**	**30:00**			**60:00**
DGT/VSQ/N0102: Employability Skills **NOS Version No. 1**	**30:00**	**30:00**			**60:00**
Total	**165:00**	**285:00**	**60:00**		**510:00**

Module Details

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Describe and demonstrate the role of Social media influencer
- Create and manage content / Blogs / Audio visuals etc.

Duration: *15:00*	Duration: *45:00*
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	**Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to :**
- Analyze the job requirements - Identify client branding items such as color, scheme logo and others - Analyse the content for its relevance and branding - Enlist ideas to seed content into social networks - Discuss the relevance of comparing blogs with other influencer engaged outreach program - State the relevance of conducting research on social media audience and social competitive landscape	- Prepare a daily work plan as per social media strategy of organization - Create content / Blogs / Audio visuals etc. to upload at social media platform - Prepare a plan to organize work to meet expected outcomes - Demonstrate ways to manage other blogs and compare with other influencer engaged outreach program - Demonstrate ways to manage graphic designers for generating online graphical posts / info graphics - Create social media marketing goals - Conduct research about social media audience - Conduct research about social competitive landscape - Demonstrate ways to Establish most important metrics (reach, clicks, engagement, hashtag performance etc.)
Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	
Related equipment, software and document	

Module 2: **Develop and implement innovative social media strategies**

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Monitor trends in social media tools, applications, channels, design and strategy.
- Implement the content publishing in selective platform strategically.

Duration: *30:00*	Duration: *60:00*
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	**Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to :**
• State the importance of keeping work area clean and tidy • Discuss the importance of treating confidential information as per the organization's guidelines • Elaborate the relevance of working in line with organization's policies and procedures • Describe how to establish and agree on work requirements with appropriate people • Discuss the relevance of implementing the content publishing in selective platform strategically	• Demonstrate ways to arrange all the files and folders neatly in the computer. • Show how to keep work area clean and tidy. • Demonstrate the way to obtain guidance from appropriate people • Demonstrate ways to ensure work meets the agreed requirements • Display how to monitor trends in social media tools, applications, channels, design and strategy • Demonstrate ways to implement the content publishing in selective platform strategically.
Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	
Related equipment, software and document	

Module 3: Managing online tools

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Demonstrate ways to select appropriate tools from the various social media tools
- Manage various social media tools
- Display how to monitor trends in social media tools, applications, channels, design and strategy

Duration: *30:00*	Duration: *60:00*
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	**Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to :**
• Enlist various social media tools • Describe various benchmarks for measuring the impact of social media programs and ways to monitor them. • Discuss the importance of reviewing and analyzing effectiveness of campaigns	• Demonstrate ways to select appropriate tools from the various social media tools available for posts, scheduling and reach. • Show how to implement, analyze, and optimize organic and paid search engine marketing activities • Demonstrate ways to track and report metrics around social posts and fan engagement • Prepare a monthly social media metrics status report. • Display how to monitor trends in social media tools, applications, channels, design and strategy • Demonstrate how to analyze, review, and report on effectiveness of campaigns

Classroom Aids:
Laptop, whiteboard, marker, projector
Tools, Equipment and Other Requirements
Relevant equipment, software and document

Module 4: Develop and executing influencer campaigns

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Demonstrate ways to manage blogger and other influencer outreach program
- Demonstrate ways to execute influencer campaigns

Duration: *30:00*	**Duration**: *60:00*
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	**Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to :**
• Identify client branding items such as color, scheme logo and others • Discuss the importance of creating social media marketing goals • Elaborate the relevance of conducting research about social media audience and social competitive landscape	• Demonstrate ways to manage blogger and other influencer outreach program • Demonstrate ways to manage graphic designers for generating online graphical posts / info graphics. • Create social media marketing goals • Conduct research about social media audience • Conduct research about social competitive landscape • Demonstrate ways to establish most important metrics (reach, clicks, engagement, hashtag performance etc.)

Classroom Aids:
Laptop, whiteboard, marker, projector
Tools, Equipment and Other Requirements
Relevant equipment, software and document

Module 5: Maintain Workplace Health and Safety

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Discuss the health, safety and security risks prevalent in the workplace and report health and safety issues to the person responsible for health and safety and the resources available.
- Comply with procedures in the event of an emergency
- Discuss the various safety precautions to be taken.

Duration: *30:00*	**Duration**: *30:00*

Theory – Key Learning Outcomes
        After the successful completion of this module, the Participant will be ableto:
	Practical – Key Learning Outcomes
	        After the successful completion of this module, the Participant will be able to:

- Recall health, safety and security- related guidelines and identify the risks involved. - Maintain correct posture while working and maintain and use the first aid kit whenever required. - report health and safety risks/ hazards to concerned personnel - Recall people responsible for health and safety and able to contact in case of emergency - Illustrate security signals and other safety and emergency signals - Explain the process to identify and report risk. - Enumerate and recommend opportunities for improving health, safety, and security to the designated person - Describe how to report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected - complying with procedures in the event of an emergency - Explain the impact of the violation of safety procedures.	- Identify the different types of health and safety hazards in a workplace - Practice safe working practices for own job role - Perform evacuation procedures and other arrangements for handling risks - Perform the reporting of hazard - identify and document potential risks like sitting postures while using the computer, eye fatigue and other hazards in the workplace - Demonstrate the use of Personal Protective Equipment (PPE) appropriately.
Classroom Aids:	
Laptop, whiteboard, marker, projector, Health and Safety Signs and policy	
Tools, Equipment and Other Requirements	
Health and Safety Signs and policy	

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	**Specialization**	**Relevant Industry Experience**		**Training Experience**		**Remarks**
		Years	*Specialization*	*Years*	*Specialization*	
Bachelors in relevant field	Digital Media/ Marketing / Ad Sales required	2	Relevant experience in Digital Media/ Marketing / Ad Sales required	1		

Trainer Certification	
Domain Certification	**Platform Certification**
Certified for Job Role: "Social Media Influencer" mapped to QP: "MES/Q0708", version 1.0. Minimum accepted score as per SSC guidelines is 80%.	**Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "MEP/Q2601, v1.0 Trainer" with the scoring of a minimum of 80%.**

Assessor Requirements

Assessor Prerequisites					
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training/Assessment Experience		Remarks
		Years	Specialization	Years	Specialization	
Master in relevant field	Digital Media/ Marketing / Ad Sales required	2	Relevant experience in Digital Media/ Marketing / Ad Sales required	1	-	-
OR						
Bachelors in relevant field	Digital Media/ Marketing / Ad Sales required	4	Relevant experience in Digital Media/ Marketing / Ad Sales required	2		

Assessor Certification	
Domain Certification	Platform Certification
Certified for Job Role: "Social Media Influencer" mapped to QP: "MES/Q0708", version 1.0. Minimum accepted score as per SSC guidelines is 80%.	Recommended that the Assessor is certified for the Job Role: "Assessor", mapped to the Qualification Pack: "MEP/Q2701, v1.0 Assessor" with the scoring of a minimum 80%.

Assessment Strategy

This section includes the processes involved in identifying, gathering and interpreting information to evaluate the learner on the required competencies of the program.

Assessment system Overview:-

Assessment will be carried out by MESC affiliated assessment partners. Based on the results of assessment, MESC certifies the learners. Candidates have to pass online theoretical assessment which is approved by MESC. The assessment will have both theory and practical components in 30:70 ratio. While theory assessment is summative and an online written exam; practical will involve demonstrations of applications and presentations of procedures and other components. Practical assessment will also be summative in nature.

Testing Environment:-

Training partner has to share the batch start date and end date, number of trainees and the job role. Assessment is fixed for a day after the end date of training. It could be next day or later. Assessment will be conducted at the training venue. Question bank of theory and practical will be prepared by assessment agency and approved by MESC. From this set of questions, assessment agency will prepare the question paper. Theory testing will include multiple choice questions, pictorial question, etc. which will test the trainee on theoretical knowledge of the subject. The theory and practical assessments will be carried out on same day. If there are candidates in large number, more assessorsand venue will be organized on same day of the assessment.

Assessment			
Assessment Type	Formative or Summative	Strategies	Examples
Theory	Summative	Written Examination	Knowledge of facts related to the job role and functions. Understanding of principles and concepts related to the job role and functions
Practical	Summative	Structured tasks	Presentation
Viva	Summative	Questioning and Probing	Mock interview on topics

Assessment Quality Assurance framework

Only certified assessor can be assigned for conducting assessment. Provision of 100 % video recording with clear audio to be maintained and the same is to be submitted to MESC. The training partner will intimate the time of arrival of the assessor and time of leaving the venue.

Methods of Validation:-

Unless the trainee is registered, the person cannot undergo assessment. To further ensure that the person registered is the person appearing for assessment, id verification will be carried out. Aadhar card number is required of registering the candidate for training. This will form the basis of further verification during the assessment. Assessor conducts the assessment in accordance with the assessment guidelines and question bank as per the job role. The assessor carries tablet with the loaded questions. This tablet is geotagged and so it is monitored to check their arrival and completion of assessment. Video of the practical session is prepared and submitted to MESC. Random spot checks/audit is conducted by MESC assigned persons to check the quality of assessment. Assessment agency will be responsible to put details in SIP. MESC will also validate the data and result received from the assessment agency.

Method of assessment documentation and access

The assessment agency will upload the result of assessment in the portal. The data will not be accessible for change by the assessment agency after the upload. The assessment data will be validated by MESC assessment team. After upload, only MESC can access this data. MESC approves the results within a week and uploads it.