

# Model Curriculum

## Social Media Executive

**SECTOR:** Media and Entertainment  
**SUB-SECTOR:** Digital  
**OCCUPATION:** Marketing / Advertising Sales / Traffic  
**REF ID:** MES/Q0702, V 1.0  
**NSQF LEVEL:** 4



## Certificate

### CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

**Media and Entertainment Skill Council**

for the

### MODEL CURRICULUM

Complying to National Occupational Standards of  
Job Role/ Qualification Pack: '**Social Media Executive**' QP Ref. No.  
**'MES/Q0702, NSQF Level 4'**

Date of Issuance: March 11, 2019

Valid up to: March 10, 2022

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



Authorized Signatory  
Media and Entertainment Skill Council

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# Social Media Executive

## CURRICULUM / SYLLABUS

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

<b>Program Name</b>	<b>Social Media Executive</b>		
<b>Qualification Pack Name &amp; Reference ID.</b>	MES/Q0702, Version 1.0		
<b>Version No.</b>	1.0	<b>Version Update Date</b>	11 <sup>th</sup> March, 2019
<b>Pre-requisites to Training</b>	Class XII		
<b>Training Outcomes</b>	<p><b>After completing this programme, participants will be able to:</b></p> <ul style="list-style-type: none"> <li>• Create the process flow for the social media marketing activities that needs to be conducted</li> <li>• Organize the work related to social media marketing activities to achieve the set targets</li> <li>• Manage the available online tools to effectively perform the social media marketing activities</li> <li>• Design the content required to implement the social media marketing campaigns</li> <li>• Implement the defined social media marketing strategy based on the organization’s goals</li> <li>• Maintain workplace health and safety</li> </ul>		

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

S. No	Module	Key Learning Outcomes	Equipments
1	<p><b>Introduction and Orientation to the job role</b></p> <p><b>Theory Duration</b> (hh:mm) 05:00</p> <p><b>Practical Duration</b> (hh:mm) 15:00</p> <p><b>Corresponding NOS Code</b> Basic Module</p>	<ul style="list-style-type: none"> <li>Describe opportunities in the media and entertainment industry</li> <li>Recognize the importance of social media marketing for organizations</li> <li>Identify the key benefits of different social media networks</li> <li>Recognize how people interact with various major social media networks</li> <li>Analyze which social media platform will be best for targeting the audience based on the company's offerings</li> </ul>	Computer system / laptop, diary, notebook, pen, marker
2	<p><b>Create Work Flow for Social Media</b></p> <p><b>Theory Duration</b> (hh:mm) 35:00</p> <p><b>Practical Duration</b> (hh:mm) 15:00</p> <p><b>Corresponding NOS Code</b> MES/N0707</p>	<ul style="list-style-type: none"> <li>Create daily social media activity plan for all the major social media networks</li> <li>Create the social media calendar for posting the updates on all the major social media networks</li> <li>Coordinate with the bloggers and influencers for the social media outreach campaigns</li> <li>Identify organization's branding theme to incorporate it in the marketing creatives and messaging</li> <li>Research target audience based on their demographics and interests</li> <li>Establish key performance metrics for the campaigns such as impressions, clicks, conversion rates, sales etc.</li> <li>Perform competitor research to identify their marketing process and target audience</li> </ul>	Computer system / laptop, diary, notebook, pen, marker
3	<p><b>Plan and organize work to meet expected outcomes</b></p> <p><b>Theory Duration</b> (hh:mm) 25:00</p> <p><b>Practical Duration</b> (hh:mm) 15:00</p> <p><b>Corresponding NOS Code</b> MES/N0708</p>	<ul style="list-style-type: none"> <li>Coordinate with the key stakeholders whenever necessary to get the guidance on project delivery</li> <li>Organize all the key social media marketing related documents such as creatives, reports etc. properly with regular backups</li> <li>Work within the defined Key Result Areas (KRAs) to meet the job objectives and goals</li> <li>Manage the available resources effectively and responsibly to meet the desired outcomes</li> <li>Set-up the campaign completion deadlines based on the available resources and priority</li> <li>Create budget allocation plan for different social media campaigns based on its objectives and goals</li> <li>Define Key Performance Indicator (KPI) to measure the success of each social media campaign</li> </ul>	Computer system / laptop, diary, notebook, pen, marker
4	<p><b>Manage online tools</b></p>	<ul style="list-style-type: none"> <li>Identify the requirement of social media tools to perform the marketing activities such as posting, scheduling etc. effectively</li> </ul>	Computer system / laptop, diary, notebook, pen,

	<p><b>Theory Duration</b> (hh:mm) 30:00</p> <p><b>Practical Duration</b> (hh:mm) 15:00</p> <p><b>Corresponding NOS Code</b> MES/N0709</p>	<ul style="list-style-type: none"> <li>Identify the social media analytics tools to measure and track the performance of the campaigns on different social networks</li> <li>Evaluate the available online tools for social media marketing in terms of price, available features, customer support etc.</li> <li>Analyze and optimize social media campaigns by using the data provided by the online tools</li> <li>Prepare campaign performance reports using the online tools for the key stakeholders</li> <li>Track the engagement metrics and perform brand sentiment analysis using the online tools</li> </ul>	marker
5	<p><b>Design the content for the social media</b></p> <p><b>Theory Duration</b> (hh:mm) 15:00</p> <p><b>Practical Duration</b> (hh:mm) 35:00</p> <p><b>Corresponding NOS Code</b> MES/N0710</p>	<ul style="list-style-type: none"> <li>Analyze different types of content such as videos, creative, infographics etc. which gets the most social media engagement</li> <li>Identify the key theme on which the content needs to be designed which resonates with the target audience</li> <li>Prepare the content creation plan and calendar based on the campaign's objectives and goals</li> <li>Use the elements and key principles of design to create effective graphics for social media campaigns</li> <li>Coordinate with key stakeholders to get their feedback and incorporate it for the final output</li> <li>Work with other team members such as copywriters to ensure timely delivery of the social media creatives</li> </ul>	Computer system / laptop, diary, notebook, pen, marker
6	<p><b>Implement the social media strategy</b></p> <p><b>Theory Duration</b> (hh:mm) 15:00</p> <p><b>Practical Duration</b> (hh:mm) 25:00</p> <p><b>Corresponding NOS Code</b> MES/N0711</p>	<ul style="list-style-type: none"> <li>Identify organization's goals and objectives to align the social media marketing strategy with it</li> <li>Set-up specific, measurable and relevant goals to measure the success of social media marketing campaigns</li> <li>Observe competitor's marketing strategy on all major social media networks to incorporate their best practices</li> <li>Identify the social media networks to be primarily targeted based on the defined objectives and goals</li> <li>Create the social media budget plan by allocating the funds to different networks based on the objectives</li> <li>Create the profile of the ideal customer including their age, gender, location, interests etc. to be targeted on social media networks</li> </ul>	Computer system / laptop, diary, notebook, pen, marker
7	<p><b>Maintain workplace health and safety</b></p> <p><b>Theory Duration</b> (hh:mm) 15:00</p> <p><b>Practical Duration</b> (hh:mm) 40:00</p>	<ul style="list-style-type: none"> <li>Maintain a healthy, safe and secure working environment by identifying the relevant people responsible for health and safety, identifying risks, following emergency procedures etc.</li> <li>Use first aid kit when needed and keep oneself informed on first aid procedures.</li> <li>Participate in organization health and safety knowledge sessions and drills.</li> <li>Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency.</li> </ul>	Computer system / laptop, diary, notebook, pen, marker, Health and Safety Signs and policy etc.

	<p><b>Corresponding NOS Code</b> MES/N0104</p>	<ul style="list-style-type: none"> <li>• Identify security signals like fire alarms and places such as staircases, fire warden stations, first aid and medical rooms.</li> <li>• Identify aspects of your workplace that could cause potential risk to own and others health and safety.</li> <li>• Ensure one's own personal health and safety, and that of others in the workplace by following precautionary measures.</li> <li>• Identify and recommend opportunities for improving health, safety, and security to the designated person.</li> <li>• Report hazards outside one's authority to the relevant person in line with organizational procedures and warn other people who may be affected by these hazards.</li> <li>• Follow organisation's emergency procedures for accidents, fires or any other natural calamity in case of a hazard.</li> <li>• Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority.</li> </ul>	
	<p><b>Total Duration</b> 300:00</p> <p><b>Theory Duration</b> 140:00</p> <p><b>Practical Duration</b> 160:00</p>	<p><b>Unique Equipment Required:</b></p> <p>Diary, notebook, pen, Computer System / laptop, white board, marker, projector, Health and Safety Signs and policy etc.</p>	

Grand Total Course Duration: **300 Hours, 0 Minutes**  
(This syllabus/ curriculum has been approved by Media and Entertainment Skills Council)

## Trainer Prerequisites for Job role: “Social Media Executive” mapped to Qualification Pack: “MES/Q0702, version 1.0”

Sr. No.	Area	Details
1	<b>Job Description</b>	To deliver accredited training service, mapped to the curriculum detailed above, in accordance with Qualification Pack “ <u>MES/Q0702 Version 1.0</u> ” Individuals at this job handle all the social media activities for their company/ multiple clients in order to create a brand awareness. It comprises of ideating, coordinating, executing social media campaigns, promotions and advertisements. The individual is responsible for the regular posting, sharing and updating the social media activities on the channels like Instagram, LinkedIn, Facebook, Twitter, WhatsApp broadcast etc.
2	<b>Personal Attributes</b>	Rich command on the language, good communication skills both written & oral, creative and full of ideas, highly adaptable and tech savvy. He should be comfortable of taking pressure, adopt feedback and deliver within deadlines in the fast paced environment.
3	<b>Minimum Educational Qualifications</b>	Graduate
4a	<b>Domain Certification</b>	Certified for Job Role: “ <u>Social Media Executive</u> ” mapped to QP: “ <u>MES/Q0702</u> ”, version 1.0. Minimum accepted score as per SSC guidelines is 70%.
4b	<b>Platform Certification</b>	Recommended that the Trainer is certified for the Job Role: “ <u>Trainer</u> ”, mapped to the Qualification Pack: “ <u>MEP/Q0102</u> ” with scoring of minimum 80%.
5	<b>Experience</b>	Minimum 3 years of work experience in Digital Marketing. He should be able to communicate in English and local language. He should have knowledge of equipment, tools, material, Safety, Health & Hygiene.



## Annexure: Assessment Criteria

<b>Assessment Criteria</b>	
<b>Job Role</b>	<b>Social Media Executive</b>
<b>Qualification Pack</b>	<b>MES/Q0702, Version 1.0</b>
<b>Sector Skill Council</b>	<b>Media and Entertainment Skills Council</b>

### 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			Marks Allocation		
Total Marks : 600					
Assessment outcomes	Assessment criteria for outcomes	Total marks	Out Of	Theory	Skills Practical
<b>1. MES/N0707</b>  <b>(Create work flow for social media)</b>	PC1. make daily work plan as per social media strategy of the organization	100	10	5	5
	PC2. seed content into social networks		10	5	5
	PC3. Identify client branding (color scheme, logo, target audience etc.)		10	5	5
	PC4. manage blogger and other influencer outreach program		10	10	0
	PC5. manage graphic designers for generating online graphical posts / infographics		10	10	0
	PC6. create social media marketing goals		10	5	5
	PC7. research about social media audience		10	10	0

	PC8. establish most important metrics (reach, clicks, engagement, hashtag performance etc.)		10	5	5
	PC9. research about social competitive landscape		10	5	5
	PC10. track performance of the campaigns		10	5	5
	<b>Total</b>		<b>100</b>	<b>65</b>	<b>35</b>
<b>2.MES/N0708 (Plan and organize work to meet expected outcome)</b>	PC1. arrange all files and folders neatly in the computer		20	17	3
	PC2. keep immediate work area clean and tidy		5	5	0
	PC3. treat confidential information as per the organisation's guidelines		5	5	0
	PC4. work in line with organisation's policies and procedures		10	5	5
	PC5. work within the limits of job role		15	10	5
	PC6. obtain guidance from appropriate people, where necessary		5	5	0
	PC7. ensure work meets the agreed requirements		10	5	5
	PC8. establish and agree on work requirements with appropriate people		5	3	2
	PC9. manage time, materials and cost effectively		20	0	20
	PC10. use resources in a responsible manner		5	5	0
	<b>Total</b>	<b>100</b>	<b>100</b>	<b>60</b>	<b>40</b>
<b>3.MES/N 0709 (Manage online tools)</b>	PC1. select appropriate tools from the various social media tools available for posts, scheduling and reach.		20	15	5
	PC2. implement, analyze, and optimize organic and paid search engine marketing activities		20	10	10
	PC3. track and report metrics around social posts and fan engagement		20	10	10
	PC4. analyze and provide weekly & monthly social media metrics status reports to senior level management	100	10	5	5
	PC5. monitor trends in social media tools, applications, channels, design and strategy and quantifying it ensuring a sound and efficient		10	5	5

	website				
	PC6. monitor effective benchmarks for measuring the impact of social media programs		10	5	5
	PC7. analyze, review, and report on effectiveness of campaigns in an effort to maximize results		10	5	5
		<b>Total</b>	<b>100</b>	<b>55</b>	<b>45</b>
<b>4.MES/N0710 (Design the content for the social media)</b>	PC1. audit the current social media approach	100	10	5	5
	PC2. research about customer's/ company's base		10	5	5
	PC3. identify which audience is on what social media platform		20	5	15
	PC4. list the design concepts		20	5	15
	PC5. set measurable goals		10	5	5
	PC6. relate the concept with meaningful graphics/ videos/ clippings/ pictures		10	0	10
	PC7. present the idea, theme and concept to the peers		10	5	5
	PC8. monitor and adjust the creatives as per the requirements		10	5	5
		<b>Total</b>	<b>100</b>	<b>35</b>	<b>65</b>
<b>5.MES/N0711 (Implement the social media strategy)</b>	PC1 set S.M.A.R.T. goals (Specific, Measurable, Attainable, Relevant, Time-bond)	100	20	5	15
	PC2 identify everything about audience (create target audience ideal profile like age, gender, location, interests etc.)		20	5	15
	PC3 research about campaign of the competitors by conducting comparative analysis		10	5	5
	PC4 set up accounts and improve existing profiles		10	5	5
	PC5 ensure work meets the agreed requirements		10	5	5
	PC6 establish and agree on work requirements with appropriate people		10	5	5
	PC7 manage time, materials and cost effectively		5	5	0
	PC8 use resources in a responsible manner		5	5	0

		Total	100	42	58
<b>6. MES/N0104 (Maintain workplace health and safety)</b>	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
	PC5. report 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 through 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 organisational procedures and warn other people who may be affected		5	2	3
	PC13. follow organisation'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 any other natural calamity safely and within the limits of individual's authority		5	2	3
	<b>Total</b>	<b>100</b>	<b>46</b>	<b>54</b>	