

## QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

### What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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### Introduction

#### Qualifications Pack-Social Media Executive

**SECTOR:** MEDIA AND ENTERTAINMENT

**SUB-SECTOR:** Digital

**OCCUPATION:** Marketing / Advertising Sales / Traffic

**REFERENCE ID:** MES/Q0702

**ALIGNED TO:** NCO-2015/2432.0201

**Brief Job Description:** Individual in this job will handle all the social media activities for their company / multiple clients in order to create 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 all the major social media networks.

**Personal Attributes:** The individual must have good written and oral communication skills. The person should be a quick learner with an ability to comprehend and communicate information effectively. The individual is also required to have good analytical and quantitative skills to be able to interpret and analyze the campaign results.

Job Details	<b>Qualifications Pack Code</b>	<b>MES/Q0702</b>		
	<b>Job Role</b>	<b>Social Media Executive</b> This job role is applicable in both national and international scenarios		
	<b>Credits(NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
	<b>Sector</b>	<b>Media and Entertainment</b>	<b>Drafted on</b>	<b>09/01/2019</b>
	<b>Sub-sector</b>	<b>Digital</b>	<b>Last reviewed on</b>	<b>11/03/2019</b>
	<b>Occupation</b>	<b>Marketing / Advertising Sales / Traffic</b>	<b>Next review date</b>	<b>10/03/2022</b>
	<b>NSQC Clearance on</b>	<b>22/08/2019</b>		

<b>Job Role</b>	<b>Social Media Executive</b>
<b>Role Description</b>	Executes social media marketing activities to promote the company's offerings and build its brand
<b>NSQF level</b>	4
<b>Minimum Educational Qualifications</b>	Class XII
<b>Maximum Educational Qualifications</b>	Not Applicable
<b>Prerequisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	18 years
<b>Experience</b>	NA
<b>Applicable National Occupational Standards (NOS)</b>	<p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li><a href="#">MES/N0707 Create work flow for social media</a></li> <li><a href="#">MES/N0708 Plan and organize work to meet expected outcome</a></li> <li><a href="#">MES/N0709 Manage online tools</a></li> <li><a href="#">MES/N0710 Design the content for social media</a></li> <li><a href="#">MES/N0711 Implement the social media strategy</a></li> <li><a href="#">MES/N0104 Maintain workplace health and safety</a></li> </ol>
<b>Performance Criteria</b>	As described in the relevant OS units

Definitions

Keywords /Terms	Description
Budget	Budget is an estimate of the total cost of production that may include a break-up of cost components.
Creative Brief	Creative brief is a document that captures the key questions that serve as a guide for the production including the vision, objective of the project, target audience, timelines, budgets, milestones, stakeholders etc.
Graphic	A visual item on screen or print displayed or stored in computer as data.
Design	A plan of work produced to show the function or look of an object based on which decision could be drawn upon.
Concept	The overall plan of the working
Theme	The subject of the brief or the topic that the brief adheres to.
Alerts	I'm going to use this opportunity to plug one of our tools - my post, my rules. Talkwalker Alerts is an easy and free way to stay on top of your online reputation by providing email updates of all relevant mentions online. Set up your alerts with your specified terms, and you'll never miss another mention.
Average Response Time	How long it takes a brand or individual to reply to a customer's message - either positive or negative. C'mon people, you should be listening, helping, offering advice, and saying thanks.
Aesthetic	A set of guidelines and principles that define a piece of work as beautiful and artistic
Storyboard	A graphic organiser in the form of sequence of images that depict how the product will function
Social Media Marketing (SMM)	Social media marketing is the use of social media platforms and websites to promote a product or service.
Engagement	Users interacting with a brand by liking, commenting, sharing posts, images, etc.
Google+	Google's social network that allows users to connect with friends, family, and professionals. You can share photos, send messages, and engage with shared content.
Clickbait	Content whose main purpose is to attract attention and encourage visitors to click on a link to a particular web page.
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS.
Sub-functions	Sub-functions are sub-activities essential to fulfill the achieving the objectives of the function.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.
Occupational Standards	OS specify the standards of performance an individual must achieve

(OS)	when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Influencer	A social media user who has the potential to reach a relevant audience - large or small - and create awareness about a trend, topic, brand, or product.
Reach	In Internet marketing, <i>reach</i> is how many different people visit a Web site to see an ad and also what percentage of these people fall into the audience to which an ad is targeted. A common measure of reach for a Web site is its "unique visitors per month." Different types of reach are defined below:
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
National Occupational Standards (NOS)	NOS are Occupational Standards which apply uniquely in the Indian context.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
Qualifications Pack(QP)	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Unit Code	Unit Code is a unique identifier for an Occupational Standard, which is denoted by an 'N'.
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is the set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on the quality of performance required.
Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard.
Organizational Context	Organizational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.

Acronyms

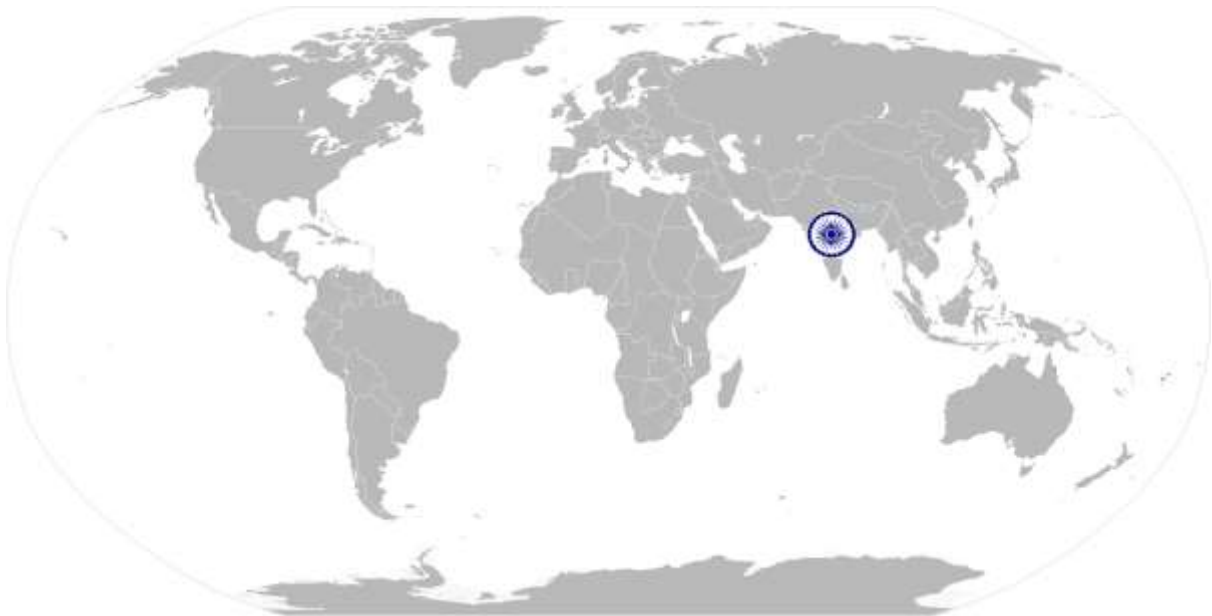
Keywords/Terms	Description
NOS	National Occupational Standard(s)
QP	Qualifications Pack
NSQF	National Skill Qualifications Framework
NVEQF	National Vocational Education Qualifications Framework
NVQF	National Vocational Qualifications Framework

MES/N0707

Create work flow for social media

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# National Occupational Standard



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## Overview

This unit is about interpreting the production requirements and planning the process and workflow for social media marketing.

MES/N0707

## Create work flow for social media

National Occupational Standard

<b>Unit Code</b>	MES/N0707
<b>Unit Title (Task)</b>	Create work flow for social media
<b>Description</b>	This OS unit is about understanding the production requirements and planning the process and workflow
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Managing all social media channels and designing related campaigns to engage customers</li> <li>Constructing an approach and planning the process</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Manage all social media channels and designing related campaigns to engage customers</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. make daily work plan as per social media strategy of the organization</p> <p>PC2. seed content into social networks</p> <p>PC3. identify client branding (color scheme, logo, target audience, etc.)</p> <p>PC4. manage blogger and other influencer outreach program</p> <p>PC5. manage graphic designers for generating online graphical posts / infographics.</p>
<b>Constructing an approach and planning the process</b>	<p>PC6. create social media marketing goals</p> <p>PC7. research about social media audience</p> <p>PC8. establish most important metrics (reach, clicks, engagement, hashtag performance etc.)</p> <p>PC9. research about social competitive landscape</p> <p>PC10. track performance of the campaigns</p>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. the creative vision and elements of production relevant to his/her job role</p> <p>KA2. project pipeline/schedule and timelines relevant to their work</p> <p>KA3. company's website analysis</p> <p>KA4. market positioning and competition analysis</p> <p>KA5. technique and workflow followed in the organization</p>

MES/N0707

## Create work flow for social media

<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> <li>KB1. writing and editing</li> <li>KB2. designing and photo editing</li> <li>KB3. applicable copyright norms and Intellectual Property Rights (IPR)</li> <li>KB4. applicable health and safety guidelines pertaining to working for long periods on edit machines</li> </ul>
<b>Skills (S)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing and Editing Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA1. write for the purpose of engaging customers</li> <li>SA2. copy write and edit</li> <li>SA3. write with hyper-focus and use of pictures against words</li> <li>SA4. create the summary report for the performance of campaigns for the stakeholders</li> </ul>
	<b>Reading Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA6. read policies and regulations pertinent to the job</li> <li>SA7. read various social media trends</li> </ul>
	<b>Oral Communication (Listening and Speaking skills)</b>
<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA8. communicate with the product manager or social media manager to understand the requirements of online media</li> </ul>	
<b>B. Professional Skills</b>	<b>Decision making</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SB1. analyse the needs of online media and social networking sites to design proper campaign</li> </ul>
<b>Plan and Organize</b>	



MES/N0707

**Create work flow for social media**

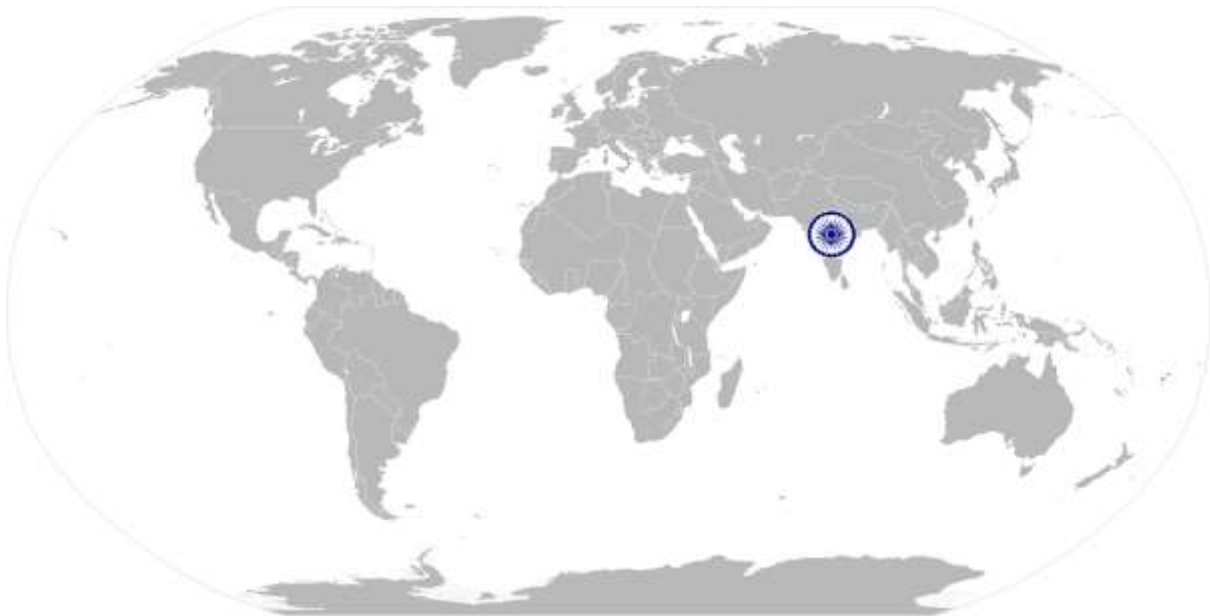
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. plan the activities, workflow, resourcing and timelines in accordance with the creative and technical requirements</p> <p>SB2. manage deadlines successfully on time</p> <p>SB3. plan work assigned on a daily basis</p> <p>SB4. ensure proper implementation of defined social media strategies</p>
	<p><b>Customer Centricity</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. check that their own work meets customer requirements</p> <p>SB6. ensure that organization's needs and requirements are assessed</p>
	<p><b>Problem Solving</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. critically analyse the response of their campaign and work for the improvement</p> <p>SB8. handle unfavourable comparisons of the online marketing strategies with competitor's products</p> <p>SB9. ensure that the social media strategies are hurdle-free for the potential customer</p>
	<p><b>Analytical Thinking</b></p>
	<p>The user/individual on the job needs to know and understand:</p> <p>SB10. how to have a keen eye for detail and maintain an aesthetic sense towards the final output</p> <p>SB11. identify trends in hashtags and keywords</p> <p>SB12. analyze unique social media tools that are required in the organization</p>
	<p><b>Critical thinking</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB13. evaluate the information gathered from the online consumers for the effectiveness of online marketing campaigns</p>

MES/N0707

Create work flow for social media

## NOS Version Control

<b>NOS Code</b>	MES/N0707		
<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Sector</b>	Media and Entertainment	<b>Drafted on</b>	09/01/2019
<b>Sub-sector</b>	Digital	<b>Last reviewed on</b>	11/03/2019
<b>Occupation</b>	Marketing / Advertising Sales / Traffic	<b>Next review date</b>	10/03/2022

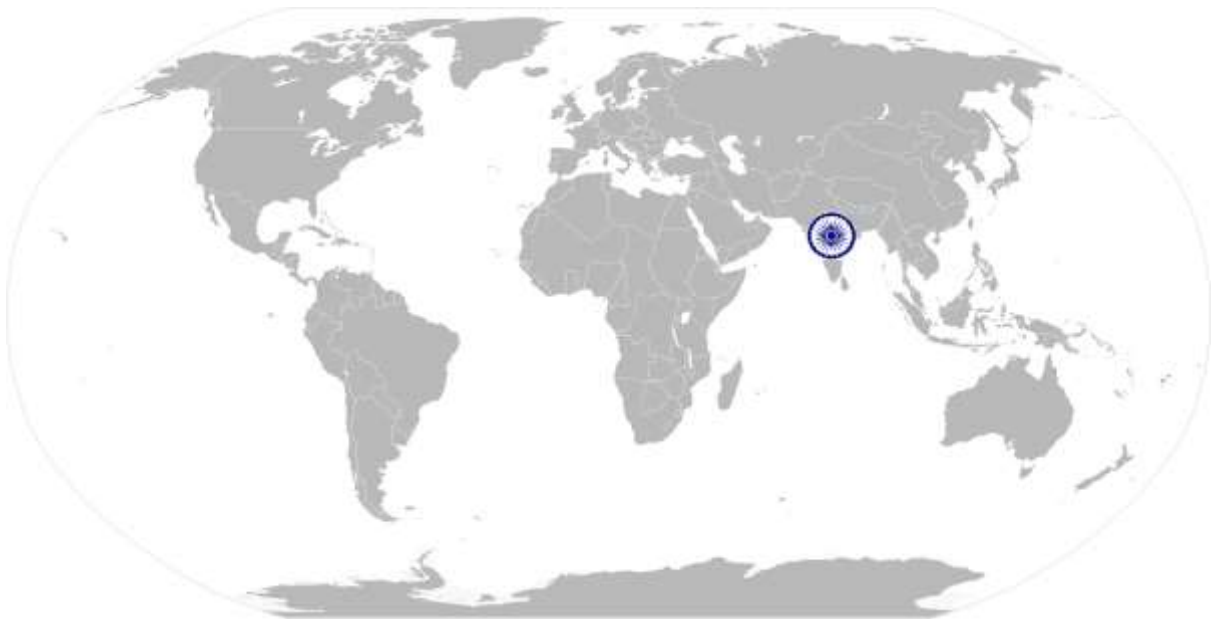


MES/N0708

Plan and organise work to meet expected outcomes

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# National Occupational Standard



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## Overview

This unit is about planning and organising work in order to complete it to the required standards, on time and within budget.

MES/N0708

Plan and organise work to meet expected outcomes

National Occupational Standard

<b>Unit Code</b>	MES/N0708
<b>Unit Title (Task)</b>	Plan and organise work to meet expected outcomes
<b>Description</b>	This OS unit is about planning and organizing work in order to complete it to the required standards on time.
<b>Scope</b>	This unit/task covers the following: <ul style="list-style-type: none"> <li>• Work scheduling as per deliverable requirements</li> <li>• Appropriate use of resources</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Work scheduling as per deliverable requirements</b>	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> <li>PC1. arrange all files and folders neatly in the computer</li> <li>PC2. keep immediate work area clean and tidy</li> <li>PC3. treat confidential information as per the organisation's guidelines</li> <li>PC4. work in line with organisation's policies and procedures</li> <li>PC5. work within the limits of job role</li> <li>PC6. obtain guidance from appropriate people, where necessary</li> <li>PC7. ensure work meets the agreed requirements</li> </ul>
<b>Appropriate use of resources</b>	<ul style="list-style-type: none"> <li>PC8. establish and agree on work requirements with appropriate people</li> <li>PC9. manage time, materials and cost effectively</li> <li>PC10. use resources in a responsible manner</li> </ul>
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KA1. creative vision and elements of production relevant to his/her job role</li> <li>KA2. project pipeline/schedule and timelines for the campaign</li> <li>KA3. intended purpose of the design that needs to be created</li> </ul>

**MES/N0708**

**Plan and organise work to meet expected outcomes**

<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. right editing/drawing software tools required for the online post</p> <p>KB2. source images / videos for the relevant work</p> <p>KB3. trend hashtags</p> <p>KB4. designing of single page and multipage documents that convey structured information</p> <p>KB5. applicable copyright norms and Intellectual Property Rights (IPR)</p>
<b>Skills (S) (Optional)</b>	
<b>A. Core Skills/ Generic Skills</b>	<p><b>Writing Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. document notes on the process and arrange them in a professional manner</p> <p>SA2. document notes and project specifications for guidance and reference</p> <p>SA3. write clearly in at least one language</p> <p>SA4. use keywords, hashtags and trends</p> <p>SA5. engage graphic designers for the appropriate work</p>
	<p><b>Reading Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. read and understand the description of the product/campaign before making strategies</p> <p>SA7. gather and organize copyright free images, cliparts, photographs for use in projects</p> <p>SA8. regularly update his knowledge through surfing the internet with latest trends, keywords, hashtags etc</p>
	<p><b>Oral Communication (Listening and Speaking skills)</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA9. understand the creative vision and technical requirements that need to be complied with the brief</p> <p>SA10. discuss interim/finalwork with peers and superiors and solicit their feedback on improvements</p>
<b>B. Professional Skills</b>	<b>Plan and Organize</b>

MES/N0708

## Plan and organise work to meet expected outcomes

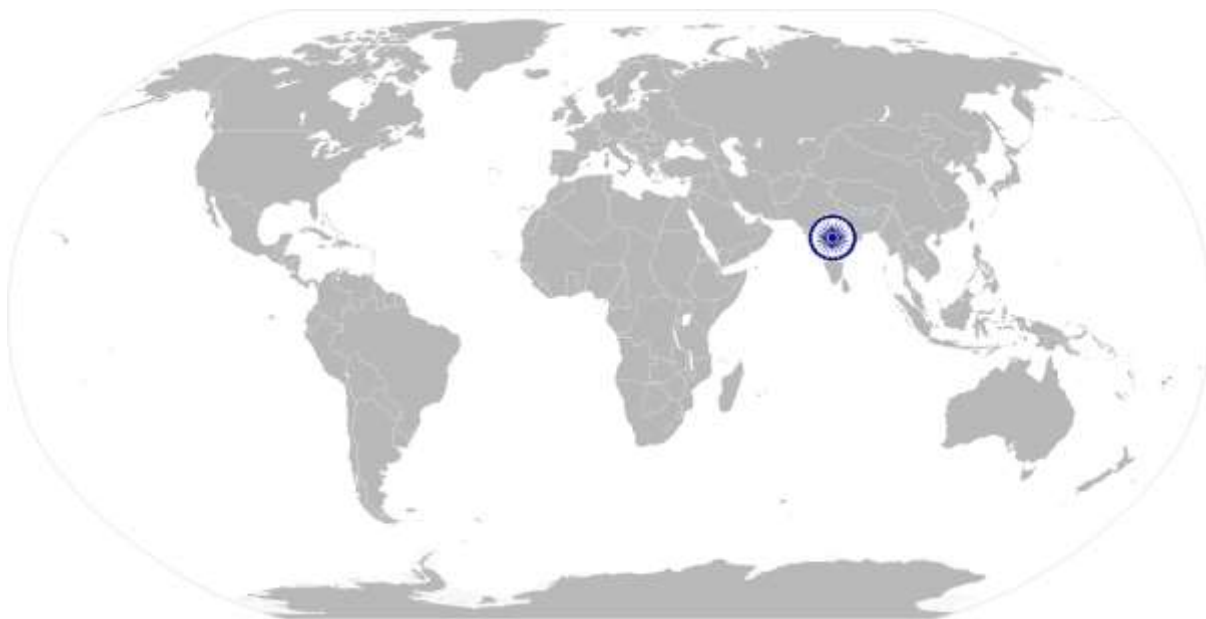
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. plan and prioritize work according to the scheduled target</p>
	<p><b>Decision making</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. finalize the design as per the project requirement</p>
	<p><b>Customer Centricity</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. check that own and/or peer's work meets customer requirements.</p> <p>SB4. work effectively in a customer centric environment.</p>
	<p><b>Problem Solving</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. address comments on the interim/final work-products and make changes accordingly</p>
	<p><b>Analytical Thinking</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. have an aesthetic sense towards colour shapes, forms, templates and content creation for any social media platform.</p>
<p><b>Critical Thinking</b></p>	
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. appraise the quality of own work to ensure it is inline with the expected quality standards</p>	

MES/N0708

Plan and organise work to meet expected outcomes

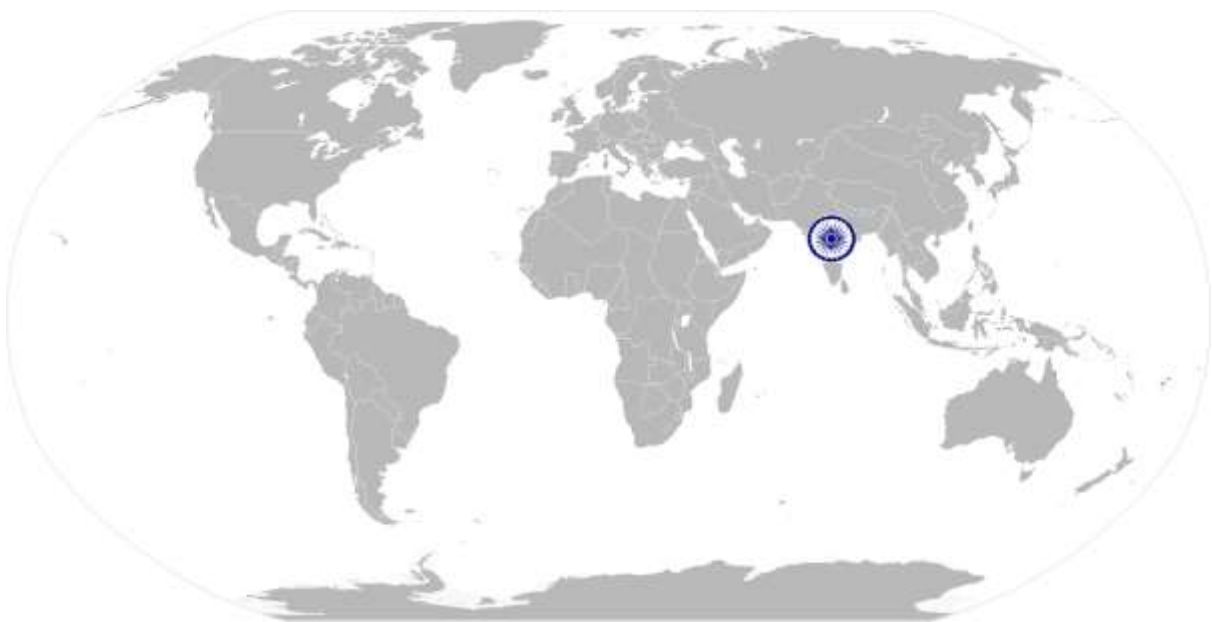
## NOS Version Control

<b>NOS Code</b>	MES/N0708		
<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Sector</b>	Media and Entertainment	<b>Drafted on</b>	09/01/2019
<b>Sub-sector</b>	Digital	<b>Last reviewed on</b>	11/03/2019
<b>Occupation</b>	Marketing / Advertising Sales / Traffic	<b>Next review date</b>	10/03/2022



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# National Occupational Standard



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## Overview

This Occupational standard describes the knowledge, understanding and tools required for an individual to design the social media strategy for the products.



MES/N0709

**Manage online tools**

National Occupational Standard

<b>Unit Code</b>	<b>MES/N0709</b>
<b>Unit Title (Task)</b>	<b>Manage online tools</b>
<b>Description</b>	This OS unit is about managing online tools for handling multiple accounts
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Selecting tools from online resources for social media posts</li> <li>• Monitor and analyze performance of the campaigns using online tools</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Selecting tools from online resources for social media posts</b>	<p>To be competent, the user/individual on the job must be able to:</p> <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>
<b>Monitor and analyze performance of the campaigns using online tools</b>	<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>
<b>Elements</b>	<b>Knowledge and Understanding (K)</b>
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. standard operating procedures of the organisation about tools and techniques of online media</p> <p>KA2. organizational and professional code of ethics and standards of practice</p> <p>KA3. safety and health policies and regulations for the work place</p>

MES/N0709

**Manage online tools**

<p><b>B. Technical Knowledge</b></p>	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> <li>KB1. implementation and optimization of organic and paid social media marketing activities</li> <li>KB2. creatives and content requirement for all marketing material</li> <li>KB3. how to prepare weekly and monthly social media reports</li> <li>KB4. effective benchmarks for measuring the impact of social media programs</li> <li>KB5. how to use social media techniques and tools</li> </ul>
<p><b>TooSkills (S)</b></p>	
<p><b>A. Core Skills/ Generic Skills</b></p>	<p><b>Writing and Editing Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA1. write for the purpose to engage with customers</li> <li>SA2. copywrite and edit the advertising copies</li> <li>SA3. write to make the reader feel engaged</li> <li>SA4. write with hyper- focus and use of pictures against words</li> </ul> <p><b>Reading Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA6. read policies and regulations pertinent to the job</li> <li>SA7. read in detail about various social media tools available online</li> </ul> <p><b>Oral Communication (Listening and Speaking skills)</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA8. interact with employees to ensure proper usage of designed online marketing strategies where the end-product intends to be distributed</li> <li>SA9. speak to the customer care services of various online tools companies.</li> </ul>
<p><b>B. Professional Skills</b></p>	<p><b>Decision making</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SB1. select tools that are cost effective and user friendly</li> <li>SB2. analyze the needs of online media and social networking sites to design proper strategy</li> </ul> <p><b>Plan and Organize</b></p>

MES/N0709

**Manage online tools**

	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. plan the activities, workflow, resourcing and timelines in accordance with the creative and technical requirements</p> <p>SB4. manage deadlines successfully on time</p> <p>SB5. plan work assigned on a daily basis</p> <p>SB6. ensure proper implementation of social media strategies designed</p>
	<p><b>Customer Centricity</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. check that their work meets customer requirements</p> <p>SB8. ensure that organization's needs and requirements are assessed</p>
	<p><b>Problem Solving</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB9. critically analyze the response of their campaign and work for the improvement</p> <p>SB10. handle unfavourable comparisons of the online marketing strategies with competitor's products</p> <p>SB11. ensure that the social media strategies are hurdle-free for the potential customer</p>
	<p><b>Analytical Thinking</b></p>
	<p>The user/individual on the job needs to know and understand:</p> <p>SB12. how to have a keen eye for detail and maintain an aesthetic sense towards the final output</p> <p>SB13. how to effectively use the hashtags and keywords</p>
	<p><b>Critical thinking</b></p>
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB14. evaluate the information gathered from the online resources</p>	

MES/N0709

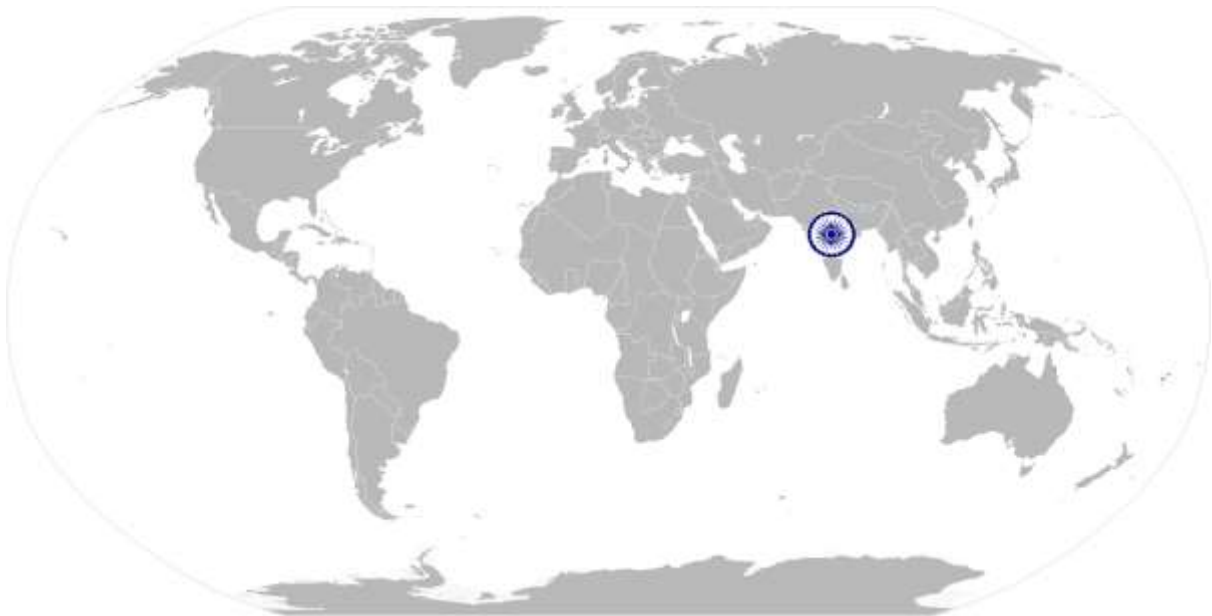
Manage online tools

## NOS Version Control

<b>NOS Code</b>	MES/N0709		
<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Sector</b>	Media and Entertainment	<b>Drafted on</b>	09/01/2019
<b>Sub-sector</b>	Digital	<b>Last reviewed on</b>	11/03/2019
<b>Occupation</b>	Marketing / Advertising Sales / Traffic	<b>Next review date</b>	10/03/2022



# National Occupational Standard



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## Overview

This Occupational Standard describes the designing of the digital content for social media strategy for the company/ product.

MES/N0710

**Design the content for social media**

National Occupational Standard

<b>Unit Code</b>	<b>MES/N0603</b>
<b>Unit Title (Task)</b>	<b>Design the content for the social media</b>
<b>Description</b>	This OS unit is about effectively designing the creatives and images for social media marketing campaigns
<b>Scope</b>	This unit/task covers the following: <ul style="list-style-type: none"> <li>Generate visuals and design concepts appropriate for the brief</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Generate visuals and design concept appropriate for the brief</b>	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> <li>PC1. audit the current social media approach</li> <li>PC2. research about customer's/ company's base</li> <li>PC3. identify which audience is on what social media platform</li> <li>PC4. list the design concepts</li> <li>PC5. set measurable goals</li> <li>PC6. relate the concept with meaningful graphics/ videos/ clippings/ pictures</li> <li>PC7. present the idea, theme and concept to the peers</li> <li>PC8. monitor and adjust the creatives as per the requirements</li> </ul>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KA1. content production process followed by the organization</li> <li>KA2. creative vision and elements of production relevant to his/her job role</li> <li>KA3. project pipeline/schedule and timelines relevant to the campaign</li> <li>KA4. intended purpose of the design that needs to be created</li> </ul>
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KB1. how to organize the collected data</li> <li>KB2. how to present the visualized data and collect feedback</li> <li>KB3. how to use the elements and principles of design</li> <li>KB4. how to create digital design layouts</li> <li>KB5. implication of the format on the quality of the end-product</li> </ul>
<b>Skills (S)</b>	
<b>A. Core Skills/</b>	<b>Writing Skills</b>

MES/N0710

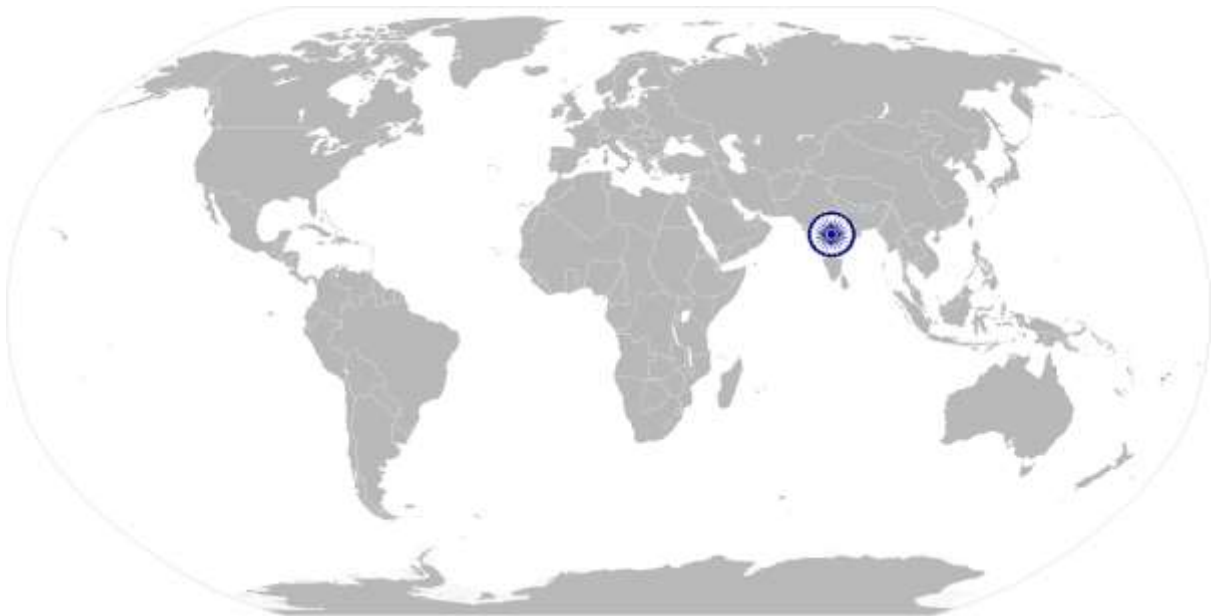
### Design the content for social media

<b>Generic Skills</b>	The user/individual on the job needs to know and understand how to: SA1. document notes on the process and arrange them in a professional manner SA2. document notes and project specifications for guidance and reference
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: SA3. read and understand the script and determine requirements SA4. research attributes of the genre, language, culture, region of the production to determine aspects that need to be reflected in the final output
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to: SA5. understand the creative vision and technical requirements that need to be complied with the brief SA6. discuss interim/final work with peers and superiors and solicit their feedback SA7. liaise with relevant people in a way that supports the production process
<b>B. Professional Skills</b>	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to: SB1. plan and prioritize work according to the requirements
	<b>Decision making</b>
	The user/individual on the job needs to know and understand how to: SB2. finalize the design as per the project requirement
	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand how to: SB3. check that own and/or peer's work meets customer requirements. SB4. work effectively in a customer facing environment.
	<b>Problem Solving</b>
	The user/individual on the job needs to know and understand how to: SB5. address comments on the interim/final work-products and make changes accordingly
	<b>Analytical Thinking</b>
The user/individual on the job needs to know and understand how to: SB6. have a keen eye for detail and maintain an aesthetic sense towards colour, shapes, forms and software capabilities of the final output while planning the	

MES/N0710

## Design the content for social media

	workflow and tools required.
	<b>Critical Thinking</b>
	The user/individual on the job needs to know and understand how to:  SB7. appraise the quality of own work to ensure it is in line with the expected quality standards





MES/N0710

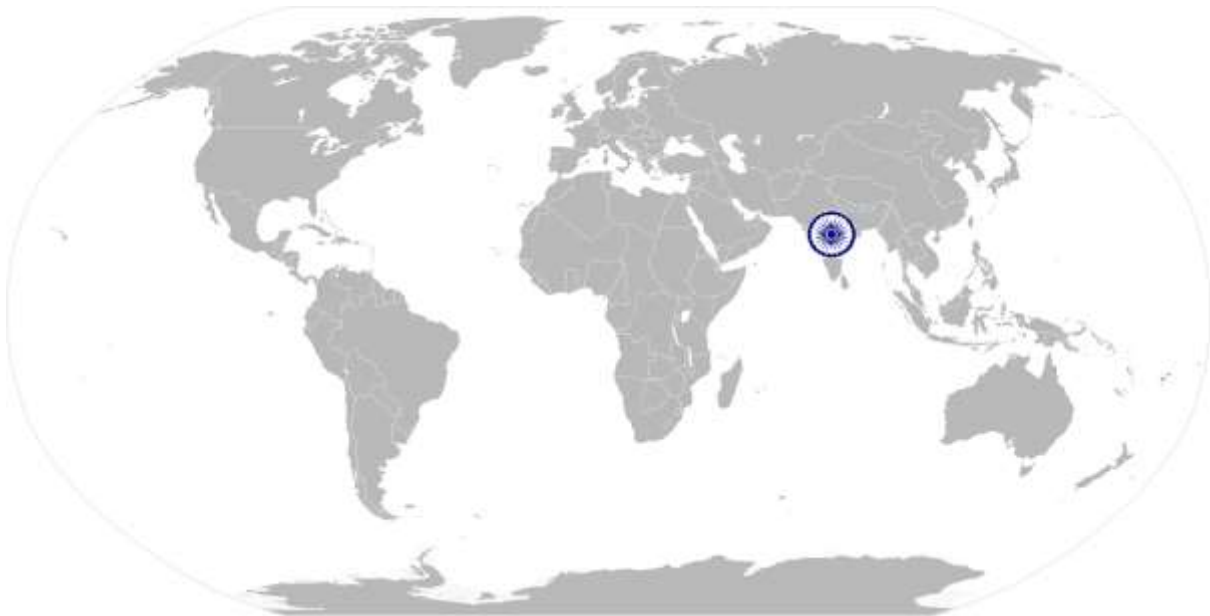
Design the content for social media

## NOS Version Control

<b>NOS Code</b>	MES/N0710		
<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Sector</b>	Media and Entertainment	<b>Drafted on</b>	09/01/2019
<b>Sub-sector</b>	Digital	<b>Last reviewed on</b>	11/03/2019
<b>Occupation</b>	Marketing / Advertising Sales / Traffic	<b>Next review date</b>	10/03/2022



# National Occupational Standard



## Overview

This Occupational Standard describes the implementation process of the social media strategy for the company/ product.

MES/N0711

### Implement the social media strategy

National Occupational Standard

<b>Unit Code</b>	<b>MES/N0711</b>
<b>Unit Title (Task)</b>	<b>Implement the social media strategy</b>
<b>Description</b>	This OS unit is about effectively implementing the social media strategy
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Work requirements for implementing the campaigns based on the defined social media strategy</li> <li>• Appropriate use of resources (both material / equipments and manpower)</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Work requirements for implementing the campaigns based on the defined social media strategy</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. set S.M.A.R.T. goals (Specific, Measurable, Attainable, Relevant, Time-bond)</p> <p>PC2. identify everything about your audience (create target audience ideal profile like age, gender, location, interests etc.)</p> <p>PC3. research about campaign of the competitors by conducting comparative analysis</p> <p>PC4. set up accounts and improve existing profiles</p> <p>PC5. ensure work meets the agreed requirements</p>
<b>Appropriate use of Resources</b>	<p>PC6. establish and agree on work requirements with appropriate people</p> <p>PC7. manage time, materials and cost effectively</p> <p>PC8. use resources in a responsible manner</p>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. organisation's policies and procedures for dealing with confidential information</p> <p>KA2. assign the limits of responsibilities and when to involve others</p> <p>KA3. how to prioritize workload according to urgency and importance</p> <p>KA4. purpose and value of being flexible and adapting work plans</p> <p>KA5. creative vision and elements of production relevant to his/her job role</p> <p>KA6. project pipeline/schedule and timelines relevant to their work</p> <p>KA7. intended purpose of the design that needs to be created</p>

MES/N0711

### Implement the social media strategy

<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. how to organize the collected data</p> <p>KB2. how to present the visualized data and collect feedback</p> <p>KB3. elements and principles of designing the online campaign</p> <p>KB4. how to create digital design layouts</p> <p>KB5. implications of the format on the quality of the end-product</p> <p>KB6. applicable copyright norms and Intellectual Property Rights (IPR)</p>
<b>Skills (S)</b>	
<b>A. Core Skills/ Generic Skills</b>	<p><b>Writing Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. document notes on the process and arrange them in a professional manner</p> <p>SA2. document notes and project specifications for guidance and reference</p> <p>SA3. write copies in at least one language</p> <p><b>Reading Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. read and understand the description of the product/campaign before making strategies</p> <p>SA5. gather and organize copyright free images, cliparts, photographs for use in projects</p> <p>SA6. regularly update his/her knowledge by surfing the internet with its latest trends, keywords, hashtags etc</p> <p><b>Oral Communication (Listening and Speaking skills)</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA7. understand the creative vision and technical requirements that need to be complied with the brief</p> <p>SA8. discuss interim/final work with peers and superiors and solicit their feedback on improvements</p>
<b>B. Professional Skills</b>	<p><b>Plan and Organize</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. plan and prioritize work according to the priorities</p> <p><b>Decision making</b></p> <p>The user/individual on the job needs to know and understand how to:</p>

MES/N0711

**Implement the social media strategy**

	SB2. finalize the design as per the project requirement
	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand how to:
	SB3. check that own and/or peer's work meets customer requirements.
	SB4. work effectively in a customer facing environment.
	<b>Problem Solving</b>
	The user/individual on the job needs to know and understand how to:
	SB5. address comments on the interim/final work-products and make changes accordingly
<b>Analytical Thinking</b>	
The user/individual on the job needs to know and understand how to:	
SB6. analyze unique social media tools that are required in the organization	
<b>Critical Thinking</b>	
The user/individual on the job needs to know and understand how to:	
SB7. appraise the quality of own work to ensure it is in line with the expected quality standards	



MES/N0711

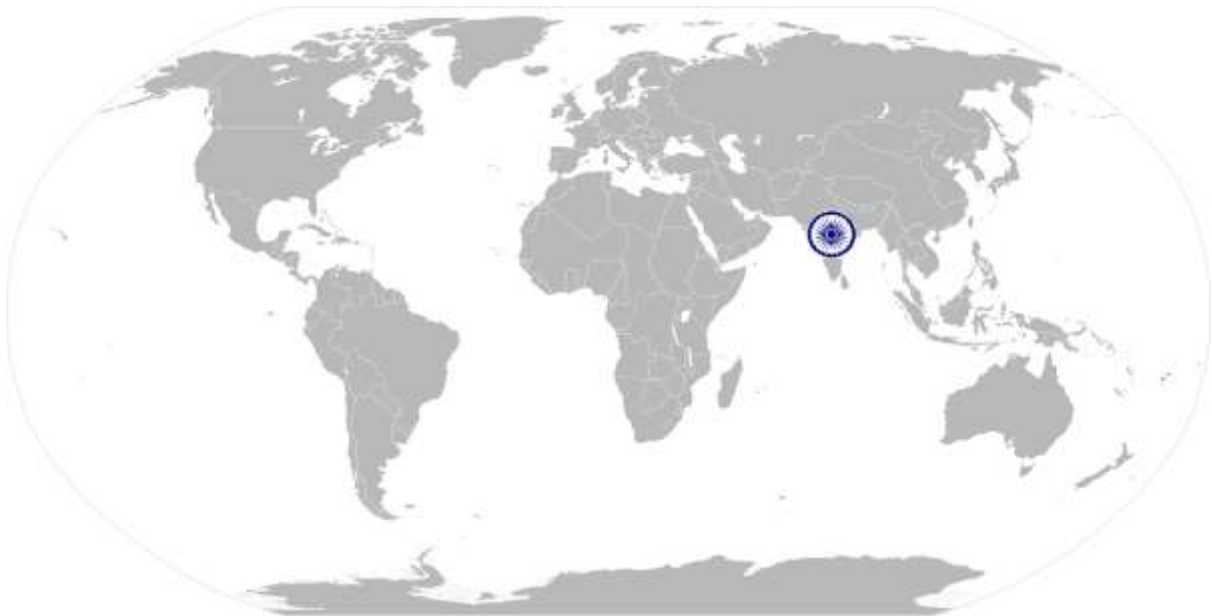
**Implement the social media strategy**

## NOS Version Control

<b>NOS Code</b>	<b>MES/N0711</b>		
<b>Credits(NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Sector</b>	<b>Media and Entertainment</b>	<b>Drafted on</b>	<b>09/01/2019</b>
<b>Sub-sector</b>	<b>Digital</b>	<b>Last reviewed on</b>	<b>11/03/2019</b>
<b>Occupation</b>	<b>Marketing / Advertising Sales / Traffic</b>	<b>Next review date</b>	<b>10/03/2022</b>



# National Occupational Standard



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## Overview

This unit is about contributing towards maintaining a healthy, safe and secure working environment

MES/N0104

## Maintain workplace health and safety

<b>Unit Code</b>	<b>MES/N 0104</b>
<b>Unit Title (Task)</b>	<b>Maintain workplace health and safety</b>
<b>Description</b>	This OS unit is about contributing towards maintaining a healthy, safe and secure working environment
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• understanding the health, safety and security risks prevalent in the workplace</li> <li>• knowing the people responsible for health and safety and the resources available</li> <li>• identifying and reporting risks</li> <li>• complying with procedures in the event of an emergency</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Understanding the health, safety and security risks prevalent in the workplace</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. maintain one's posture and position to minimize fatigue and the risk of injury</p> <p>PC2. maintain first aid kit and keep oneself updated on the first aid procedures</p> <p>PC3. identify and document potential risks like sitting postures while using computer, eye fatigue and other hazards in the workplace</p> <p>PC4. accurately maintain accident reports</p> <p>PC5. report health and safety risks/ hazards to concerned personnel</p> <p>PC6. participate in organization health and safety knowledge sessions and drills</p>
<b>Knowing the people responsible for health and safety and the resources available</b>	<p>PC7. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency</p> <p>PC8. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms</p>
<b>Identifying and reporting risks</b>	<p>PC9. identify aspects of your workplace that could cause potential risk to own and others health and safety</p> <p>PC10. ensure own personal health and safety, and that of others in the workplace though precautionary measures</p> <p>PC11. identify and recommend opportunities for improving health, safety, and security to the designated person</p>



MES/N0104

**Maintain workplace health and safety**

	<p>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</p>
<p><b>Complying with procedures in the event of an emergency</b></p>	<p>PC13. follow organisation's emergency procedures for accidents, fires or any other natural calamity in case of a hazard</p> <p>PC14. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority</p>
<p><b>Knowledge and Understanding (K)</b></p>	
<p><b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. organisation's norms and policies relating to health and safety</p> <p>KA2. government norms and policies regarding health and safety and related emergency procedures</p> <p>KA3. limits of authority while dealing with risks/ hazards</p> <p>KA4. the importance of maintaining high standards of health and safety at a workplace</p>
<p><b>B. Technical Knowledge</b></p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. the different types of health and safety hazards in a workplace</p> <p>KB2. safe working practices for own job role</p> <p>KB3. evacuation procedures and other arrangements for handling risks</p> <p>KB4. names and contact numbers of people responsible for health and safety in a workplace</p> <p>KB5. how to summon medical assistance and the emergency services, where necessary</p> <p>KB6. vendors' or manufacturers' instructions for maintaining health and safety while using equipments, systems and/or machines</p>
<p><b>Skills (S) (Optional)</b></p>	
<p><b>A. Core Skills/ Generic Skills</b></p>	<p><b>Writing Skills</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. write and provide feedback regarding health and safety to the concerned people</p> <p>SA2. write and highlight potential risks or report a hazard to the concerned people</p>

MES/N0104

## Maintain workplace health and safety

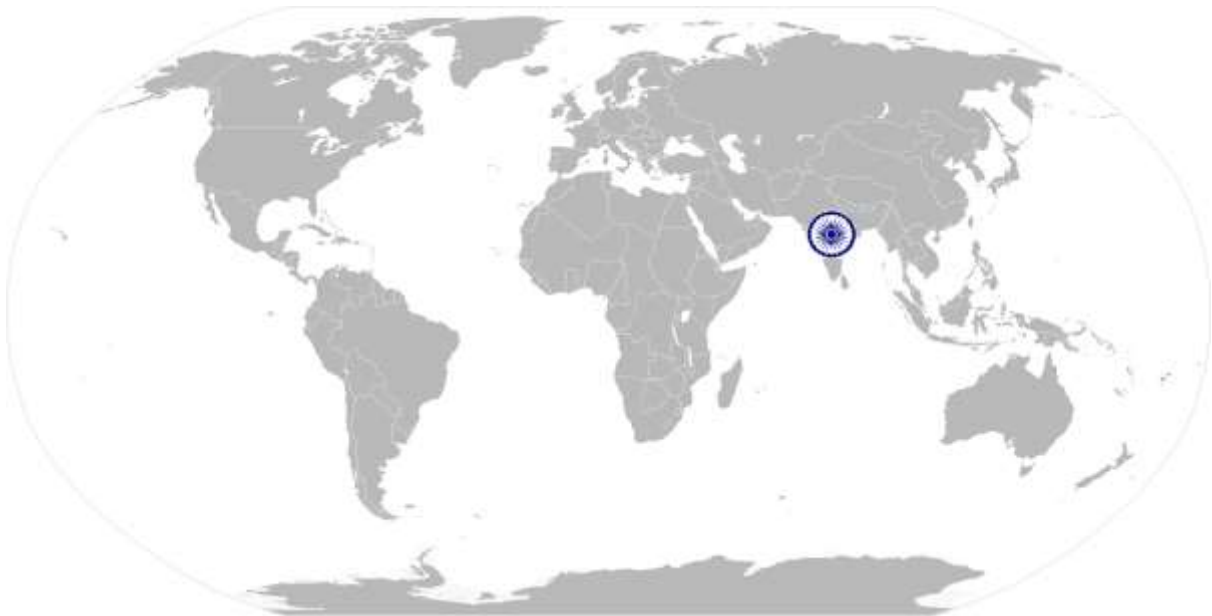
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: SA3. read instructions, policies, procedures and norms relating to health and safety
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to: SA4. highlight potential risks and report hazards to the designated people SA5. listen and communicate information with all concerned or affected
	<b>B. Professional Skills</b>
<b>Decision making</b>	
The user/individual on the job needs to know and understand how to: SB1. make decisions on a suitable course of action or plan	
<b>Plan and Organize</b>	
The user/individual on the job needs to know and understand how to: SB2. plan and organize people and resources to deal with risks/ hazards that lie within the scope of one's individual authority	
<b>Customer Centricity</b>	
The user/individual on the job needs to know and understand how to: SB3. build and maintain positive and effective relationships with colleagues and customers	
<b>Problem Solving</b>	
The user/individual on the job needs to know and understand how to: SB4. apply problem solving approaches in different situations	
<b>Analytical Thinking</b>	
The user/individual on the job needs to know and understand how to: SB5. analyze data and activities	
<b>Critical Thinking</b>	
The user/individual on the job needs to know and understand how to: SB6. understand hazards that fall within the scope of individual authority and report all hazards that may supersede one's authority SB7. Apply balanced judgements in different situations	

MES/N0104

Maintain workplace health and safety

## NOS Version Control

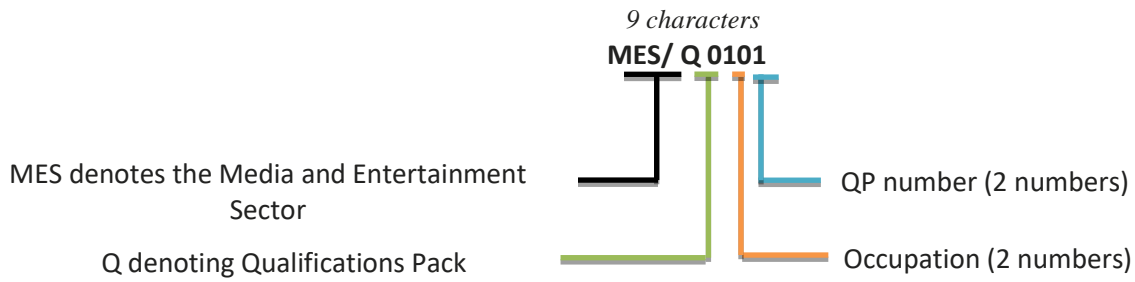
<b>NOS Code</b>	MES/N0104		
<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Sector</b>	Media and Entertainment	<b>Drafted on</b>	09/01/2019
<b>Sub-sector</b>	Digital	<b>Last reviewed on</b>	11/03/2019
<b>Occupation</b>	Marketing / Advertising Sales / Traffic	<b>Next review date</b>	10/03/2022



## Annexure

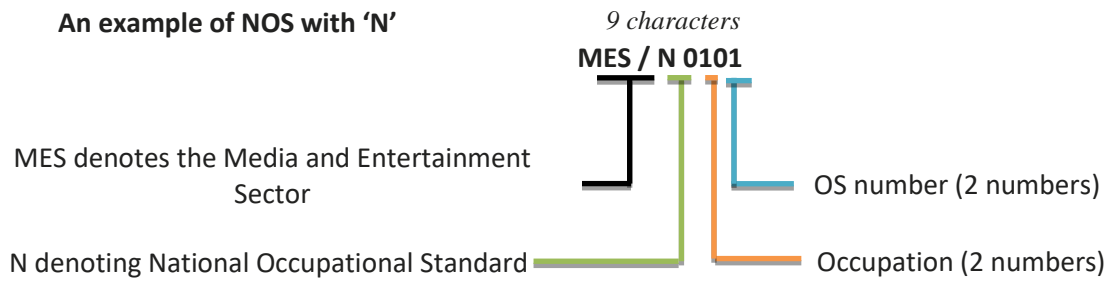
### Nomenclature for QP and NOS

#### Qualifications Pack



#### Occupational Standard

##### An example of NOS with 'N'



[Back to top...](#)

The following acronyms/codes have been used in the nomenclature above:

Sub-sector	Range of Occupation numbers
Film	01-30
Television	31-40
Print	41-45
Animation	46-55
Gaming	56-65
Radio	66-70
Digital	71-80
OOH	81-90
Advertising	91-99

Sequence	Description	Example
Three letters	Media and Entertainment	MES
Slash	/	/
Next letter	Whether QP or NOS	Q
Next two numbers	Occupation code	01
Next two numbers	QP number	01

## CRITERIA FOR ASSESSMENT OF TRAINEES

**Job Role:** Social Media Executive

**Qualification Pack:** MES/Q0702

**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			Marks Allocation		
Total Marks : 600			Out Of	Theory	Skills Practical
Assessment outcomes	Assessment criteria for outcomes	Total marks			
<b>1. MES/N0707</b>  (Create work flow for social media)	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.	100	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		10	5	5
	PC5. monitor trends in social media tools, applications, channels, design and strategy and quantifying it ensuring a sound and efficient website		10	5	5

	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
		<b>Total</b>	<b>100</b>	<b>42</b>	<b>58</b>
<b>6. MES/N0104 (Maintain</b>	PC1. maintain one's posture and position to minimize fatigue and the risk of injury	100	10	5	5



<b>workplace health and safety)</b>	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>