

## INSDGM0010 - Develop skills and competences about social channels and platforms

### Overview

This standard is part of competence area related to using the digital technologies, channels and platforms. It covers developing skills and competences about social channels and platforms. As a digital marketer, you promote products, services and brands with your target audience on social channels and platforms and secure long-term benefits for your organisation. The important skills include strategic and creative mindset, knowledge of social media management and scheduling tools, strong communication skills, analytical and reporting skills, understanding of social media advertising and post-boosting techniques, research and planning abilities. All these skills enable you to expand the reach of your content, stay up to date with social media trends and best practices, maintain your business presence on social media and increase the revenue. You are also involved in advertising return on investment (ROI) or spending, cart value, offline and online sales, leads' conversions and key performance indicators (KPIs). All these skills and competencies add up to the overall process of creation, development and maintenance of marketing activities on social media channels and platforms. This standard is for Digital Marketing professionals who are involved in developing skills and competences about social channels and platforms.

### Performance criteria

#### You must be able to:

1. develop social media strategy aimed at your target audience
2. identify the relevant metrics and objectives for the marketing activities
3. create and launch the social media campaigns
4. collect information for creation of your content for the target audience
5. create visual and descriptive content about your products, services or brand awareness
6. tailor your content in the format relevant for each social media channel or platform
7. amplify your platform-specific content with relevant hashtags
8. conduct keyword research for search engine optimisation (SEO) to identify the keywords your target audience are using
9. optimise your online content with relevant keywords to increase the leads and interactions with your target audience
10. expand the marketing potential with social media management and scheduling tools
11. create and maintain relationships with new and existing customers
12. provide customer support, where required
13. use the relevant software for content promotion, collecting and converting the leads
14. collate and interpret the data by using the analytical tools and software
15. evaluate the performance of social media marketing activities and make changes, where required
16. refine, update and schedule content on a regular basis
17. follow the legal, regulatory and ethical requirements relating to marketing activities

## Knowledge and understanding

### You need to know and understand:

1. the social media strategy tailored for your business
2. your target audience, their needs and interests
3. your organisation's products, services or brands
4. the principles of customer service
5. the relevant metrics for the marketing content
6. the range of social media channels and platforms
7. how to create the relevant social media campaigns and their purposes
8. the writing and editing skills
9. how to create the market-targeting content in the variety of formats
10. the methods of engagement with your audience
11. the types of posts for your audience
12. how social media channels and platforms differ from each other
13. the types of formats for each social media channel and platform
14. the types of advertising on social media
15. the hashtags for your content
16. the search engine optimisation (SEO)
17. the keywords that your target audience are using
18. how to optimise your online content with relevant keywords
19. the social media management and scheduling tools
20. how to host a social media contest or a call for action
21. the analytical and reporting tools
22. how to evaluate your social marketing performance against the metrics
23. why it is important to refine, update and schedule content on a regular basis
24. the legal, regulatory and ethical requirements in relation to marketing activities

**Relevant Occupations** Digital Marketing Executive, Digital Marketing Manager, Digital Marketing Analyst

**Suite** Digital Marketing

**Keywords** digital interfaces, products and services, digital marketing, marketing strategy, marketing content, marketing collateral, social media platforms, social media channels, marketing software, analysis, analytics, digital platforms, SEO, customer loyalty, evaluation