Qualification Specification for:

OCN NI Level 1 Award in Social Media
> **Qualification No: 601/1721/7**

OCN NI Level 2 Award in Social Media
> **Qualification No: 601/1723/0**

Qualification Regulation Information

OCN NI Level 1 Award in Social Media
Qualification Number: 601/1721/7

Operational start date: 01 November 2013
Operational end date: 30 June 2025
Certification end date: 30 June 2026

OCN NI Level 2 Award in Social Media
Qualification Number: 601/1723/0

Operational start date: 01 November 2013
Operational end date: 30 June 2025
Certification end date: 30 June 2027

Qualification operational start and end dates indicate the lifecycle of a regulated qualification. The operational end date is the last date by which learners can be registered on a qualification. Learners have up to 1 year after this date to complete the Level 1 and up to 2 years to complete the Level 2 qualification and claim their certificate.

All OCN NI regulated qualifications are published to the Register of Regulated Qualifications (**http://register.ofqual.gov.uk/**). This site shows the qualifications and awarding organisations regulated by CCEA Regulation and Ofqual.

OCN NI Contact Details

Open College Network Northern Ireland (OCN NI)
Sirius House
10 Heron Road
Belfast
BT3 9LE

Phone: 028 90463990
Web: **www.ocnni.org.uk**

OCN NI Level 1 Award in Social Media Qualification No. 601/1721/7
OCN NI Level 2 Award in Social Media Qualification No. 601/1723/0
Updated: 16 September 2020 V2.3

2

Foreword

This document explains OCN NI's requirements for the delivery and assessment of the following regulated qualifications:

→ **OCN NI Level 1 Award in Social Media**
→ **OCN NI Level 2 Award in Social Media**

This specification sets out:

- Qualification features
- Centre requirements for delivering and assessing the qualifications
- The structure and content of the qualifications
- Unit Details
- OCN NI's quality assurance arrangements for the qualifications
- Administration

OCN NI will notify centres in writing of any major changes to this specification. We will also publish changes on our website at **www.ocnni.org.uk**

This specification is provided online, so the version available on our website is the most up to date publication. It is important to note that copies of the specification that have been downloaded and printed may be different from this authoritative online version.

OCN NI Level 1 Award in Social Media Qualification No. 601/1721/7
OCN NI Level 2 Award in Social Media Qualification No. 601/1723/0
Updated: 16 September 2020 V2.3

3

Contents

OCN NI Level 1 Award in Social Media Qualification No. 601/1721/7
OCN NI Level 2 Award in Social Media Qualification No. 601/1723/0
Updated: 16 September 2020 V2.3

4

About Regulation

OCN NI

Open College Network Northern Ireland (OCN NI) is a regulated Awarding Organisation based in Northern Ireland. OCN NI is regulated by CCEA Regulation to develop and award professional and technical (vocational) qualifications from Entry Level up to and including Level 5 across all sector areas. In addition, OCN NI is regulated by Ofqual to award similar qualification types in England.

The Regulated Qualifications Framework: an overview

The Regulated Qualifications Framework (RQF) was introduced on 1st October 2015: the RQF provides a single framework for all regulated qualifications.

Qualification Level

The level indicates the difficulty and complexity of the knowledge and skills associated with any qualification. There are eight levels (Levels 1-8) supported by three 'entry' levels (Entry 1-3).

Qualification Size

Size refers to the estimated total amount of time it could typically take to study and be assessed for a qualification. Size is expressed in terms of Total Qualification Time (TQT), and the part of that time typically spent being taught or supervised, rather than studying alone, is known as Guided Learning Hours (GLH).

For further information about the RQF see:
https://www.ocnni.org.uk/blog/regulated-qualifications-framework-rqf/

OCN NI Level 1 Award in Social Media Qualification No. 601/1721/7
OCN NI Level 2 Award in Social Media Qualification No. 601/1723/0
Updated: 16 September 2020 V2.3

5

Qualification Summary

The OCN NI Social Media qualifications are designed to give learners the opportunity to explore how social media can be used to make use of networks in order to engage with individuals and groups. They will provide learners with the confidence and knowledge to use a variety of social medial sites including Facebook, Twitter and You Tube.

Sector Subject Area
6.2   ICT for Users

Qualification Target Group
The qualifications are targeted at those who are looking to develop their knowledge and skills in social media uses.

Progression Opportunities
The OCN NI Level 1 Award in Social Media qualification enables progression to the OCN NI Level 2 Award in Social Media. Learners may also benefit from these qualifications in employment as they can be used by a business to make use of networks in order to engage with existing and potential clients.

From the OCN NI Level 2 Award in Social Media learners may progress to higher level qualifications within the ICT sector and/or into employment.

Entry Requirements
To take either the OCN NI Level 1 or OCN NI Level 2 Award in Social Media learners should be at least 14 years old.

Grading
Grading for these qualifications is pass/fail.

Qualification Support
A Qualification Support pack is available for OCN NI centres within the login area of the OCN NI website (https://www.ocnni.org.uk/my-account/), which includes additional support for teachers, eg planning and assessment templates, guides to best practice, etc.

OCN NI Level 1 Award in Social Media Qualification No. 601/1721/7
OCN NI Level 2 Award in Social Media Qualification No. 601/1723/0
Updated: 16 September 2020 V2.3

6

Delivery Languages

These qualifications are available in English only at this time. If you wish to offer these qualifications in Welsh or Irish (Gaeilge) then please contact OCN NI who will review demand and provide as appropriate.

OCN NI Level 1 Award in Social Media Qualification No. 601/1721/7
OCN NI Level 2 Award in Social Media Qualification No. 601/1723/0
Updated: 16 September 2020 V2.3

7

Centre Requirements for Delivering the Qualification

Centre Recognition and Qualification Approval

New and existing OCN NI recognised centres must apply for and be granted approval to deliver these qualifications prior to the commencement of delivery.

Centre Staffing

Centres are required to have the following roles in place as a minimum, although a member of staff may hold more than one role*:

- Centre contact
- Programme co-ordinator
- Assessor
- Internal Verifier

*Note: A person cannot be an internal verifier for any evidence they have assessed.

Centres must ensure that staff delivering, assessing and internally verifying qualifications are both qualified to teach in Northern Ireland and competent to do so.

Tutors

Tutors delivering the qualification should be occupationally competent, qualified to at least one level higher than the qualification and have a minimum of one year's relevant experience.

Assessors

The qualifications are assessed within the centre and are subject to OCN NI's quality assurance processes. Units are achieved through internally set, internally assessed, and internally verified evidence.

Assessors must:
- be occupationally competent in the subject area and qualified to at least one level higher than the qualification
- have a minimum of one year's relevant experience
- have direct or related relevant experience in assessment
- assess all assessment tasks and activities

OCN NI Level 1 Award in Social Media Qualification No. 601/1721/7
OCN NI Level 2 Award in Social Media Qualification No. 601/1723/0
Updated: 16 September 2020 V2.3

8

Internal Verification

OCN NI qualifications must be scrutinised through the centre's internal quality assurance processes as part of the recognised centre agreement with OCN NI. The centre must appoint an experienced and trained internal verifier whose responsibility is to act as the internal quality monitor for the verification of the delivery and assessment of the qualifications.

The centre must agree a working model for internal verification with OCN NI prior to delivery of the qualification.

Internal Verifiers must:
- have at least one year's occupational experience in the areas they are internally verifying
- attend OCN NI's internal verifier training if not already completed

Internal verifiers are required to:
- support tutors and assessors
- sample assessments according to the centre's sampling strategy
- ensure tasks are appropriate to the level being assessed
- maintain up-to-date records supporting the verification of assessment and learner achievement

OCN NI Level 1 Award in Social Media Qualification No. 601/1721/7
OCN NI Level 2 Award in Social Media Qualification No. 601/1723/0
Updated: 16 September 2020 V2.3

9

Structure and Content

OCN NI Level 1 Award in Social Media

In order to achieve the qualification, learners must successfully complete the one mandatory unit containing 2 credits.

Total Qualification Time (TQT) for this qualification: 20 hours
Guided Learning Hours (GLH) for this qualification: 16 hours

OCN NI Level 2 Award in Social Media

In order to achieve the qualification, learners must successfully complete the one mandatory unit containing two credits.

Total Qualification Time (TQT) for this qualification: 20 hours
Guided Learning Hours (GLH) for this qualification: 16 hours

The Qualifications consist of the following units:

Unit Reference Number	OCN NI Unit Code	Unit Title	TQT	Credit Value	Level
Group A (Mandatory Group Level One)					
L/505/6879	CAX538	Exploring Social Media	20	2	One
Group A (Mandatory Group Level Two)					
F/505/6880	CAX539	Exploring Social Media	20	2	Two

OCN NI Level 1 Award in Social Media Qualification No. 601/1721/7
OCN NI Level 2 Award in Social Media Qualification No. 601/1723/0
Updated: 16 September 2020 V2.3

10

Units

Title	Exploring Social Media
Level	One
Credit Value	2
Guided Learning Hours (GLH)	16
OCN NI Unit Code	CAX538
Unit Reference No	L/505/6879

Unit purpose and aim(s): This unit will enable the learner to understand how to use social media safely.

Learning Outcomes	Assessment Criteria
1. Understand the opportunities and threats associated with using social media.	1.1. Outline the positive and negative aspects of using social media. 1.2. Outline methods to minimise risks associated with using social media.
2. Understand the application of social media.	2.1. Outline how various social media sites may be used by groups and individuals. 2.2. Demonstrate the use of at least three commonly used social media platforms.

Assessment Guidance

The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.

Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
Practical demonstration/assignment	A practical demonstration of a skill/situation selected by the tutor or by learners, to enable learners to practise and apply skills and knowledge	Record of observation Learner notes/written work Learner log
Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary
E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests

OCN NI Level 1 Award in Social Media Qualification No. 601/1721/7
OCN NI Level 2 Award in Social Media Qualification No. 601/1723/0
Updated: 16 September 2020 V2.3

11

Professional discussion	A structured review of practice conducted between an assessor or a verifier and a learner, offering the learner an additional method in the way they present their evidence Assessors are then able to make judgements of competence and ask for supplementary evidence	Audio/video tape Record of discussion Written summary Question checklist Learner notes / record Tutor notes / record

OCN NI Level 1 Award in Social Media Qualification No. 601/1721/7
OCN NI Level 2 Award in Social Media Qualification No. 601/1723/0
Updated: 16 September 2020 V2.3

12

Title	Exploring Social Media
Level	Two
Credit Value	2
Guided Learning Hours (GLH)	16
OCN NI Unit Code	CAX539
Unit Reference No	F/505/6880

Unit purpose and aim(s): This unit will enable the learner to understand how to use social media safely.

Learning Outcomes	Assessment Criteria
1. Understand the opportunities and threats associated with using social media.	1.1. Describe the positive and negative aspects of using social media. 1.2. Describe how to minimise risks associated with using social media.
2. Understand the application of social media.	2.1. Describe how various social media sites may be used by groups, individuals, businesses and organisations 2.2. Demonstrate the use of at least five commonly used social media platforms. 2.3. Illustrate how businesses and organisations may use social media to promote products and services

Assessment Guidance

The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.

Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
Practical demonstration/assignment	A practical demonstration of a skill/situation selected by the tutor or by learners, to enable learners to practise and apply skills and knowledge	Record of observation Learner notes/written work Learner log

OCN NI Level 1 Award in Social Media Qualification No. 601/1721/7
OCN NI Level 2 Award in Social Media Qualification No. 601/1723/0
Updated: 16 September 2020 V2.3

13

Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary
Practical examination	Practical demonstration of a learner's knowledge, skills and understanding	Learner notes/printouts Record of observation Tutor notes / record Audio/video/photographic record Learner log / diary Learner written work / notes
E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests

OCN NI Level 1 Award in Social Media Qualification No. 601/1721/7
OCN NI Level 2 Award in Social Media Qualification No. 601/1723/0
Updated: 16 September 2020 V2.3

14

Quality Assurance of Centre Performance

External Verification

All OCN NI recognised centres are subject to External Verification. External verification visits and monitoring activities will be conducted annually to confirm continued compliance with the conditions of recognition, review the centre's risk rating for the qualification and to assure OCN NI of the maintenance of the integrity of the qualification.

The External Verifier will review the delivery and assessment of this qualification. This will include the review of a sample of assessment evidence and evidence of the internal verification of assessment and assessment decisions. This will form the basis of the External Verification report and will inform OCN NI's annual assessment of centre compliance and risk. The External Verifier is appointed by OCN NI.

Standardisation

As a process, standardisation is designed to ensure consistency and promote good practice in understanding and the application of standards. Standardisation events:

- make qualified statements about the level of consistency in assessment across centres delivering a qualification
- make statements on the standard of evidence that is required to meet the assessment criteria for units in a qualification
- make recommendations on assessment practice
- produce advice and guidance for the assessment of units
- identify good practice in assessment and internal verification

Centres offering units of an OCN NI qualification must attend and contribute assessment materials and learner evidence for standardisation events if requested.

OCN NI will notify centres of the nature of sample evidence required for standardisation events (this will include assessment materials, learner evidence and relevant assessor and internal verifier documentation). OCN NI will make standardisation summary reports available and correspond directly with centres regarding event outcomes.

OCN NI Level 1 Award in Social Media Qualification No. 601/1721/7
OCN NI Level 2 Award in Social Media Qualification No. 601/1723/0
Updated: 16 September 2020 V2.3

15

Administration

Registration

A centre must register learners within 20 working days of commencement of a qualification.

Certification

Certificates will be issued to centres within 20 working days of receipt of correctly completed results marksheets. It is the responsibility of the centre to ensure that certificates received from OCN NI are held securely and distributed to learners promptly and securely.

Charges

OCN NI publishes all up to date qualification fees in its Fees and Invoicing Policy document. Further information can be found on the centre login area of the OCN NI website.

Equality, Fairness and Inclusion

OCN NI has considered the requirements of equalities legislation in developing the specification for these qualifications. For further information and guidance relating to access to fair assessment and the OCN NI Reasonable Adjustments and Special Considerations policies, centres should refer to the OCN NI website.

Retention of Evidence

OCN NI has published guidance for centres on the retention of evidence. Details are provided in the OCN NI Centre Handbook and can be accessed via the OCN NI website.

OCN NI Level 1 Award in Social Media Qualification No. 601/1721/7
OCN NI Level 2 Award in Social Media Qualification No. 601/1723/0
Updated: 16 September 2020 V2.3

16

OCN NI Level 1 Award in Social Media
Qualification Number: 601/1721/7

Operational start date: 01 November 2013
Operational end date: 30 June 2025
Certification end date: 30 June 2026

OCN NI Level 2 Award in Social Media
Qualification Number: 601/1723/0

Operational start date: 01 November 2013
Operational end date: 30 June 2025
Certification end date: 30 June 2027

Open College Network Northern Ireland (OCN NI)
Sirius House
10 Heron Road
Belfast
BT3 9LE

Phone: 028 90463990
Web: **www.ocnni.org.uk**

OCN NI Level 1 Award in Social Media Qualification No. 601/1721/7
OCN NI Level 2 Award in Social Media Qualification No. 601/1723/0
Updated: 16 September 2020 V2.3

17