



Level 3 Social Media for Business

Social media has become a critical commercial tool for companies of all sizes. On completion you will be able to plan, execute and analyse highly effective social media campaigns for the benefit of the business. If you are actively involved in the use of the company's social media, this qualification is for you.

Benefits for the learner

- Learn how to create engaging content and stand out on social media platforms
- Understand new platforms and trends
- A career path with lots of opportunities
- Achieve a nationally recognised qualification
- Access a wealth of resources through Moodle - our online learning platform

Benefits for the employer

- Discover new business opportunities through social media
- Gain a highly trained member of staff
- Our digitalised world means social media is here to stay – don't get left behind
- Optional units to tailor the qualification to your business needs
- Promote a culture of learning and development



Essential Skills

Welsh Government is committed to raising the levels of Essential Skills across Wales. Communication, Digital Literacy and Application of Number qualifications are an integral element to the funded apprenticeship frameworks.

These are usually delivered through workshops at one of our centres and will be planned well in advance. If you have completed Essential Skills previously or are able to provide suitable evidence, such as GCSE certificates or similar, you may be exempt from completing this element of the qualification.

Essential Skills	
Learners will need to complete:	
Application of Number	Level 2
Digital Literacy	Level 2
Communication	Level 2

Qualification Overview

To achieve the Level 3 Social Media for Business qualification, you must complete:

- Two hour induction
- Mandatory units (24 credits)
- Optional units (18 credits)
- 42 credits in total
- Monthly tutor visits are required and extra visits or support can be provided if needed
- Tutor sessions may last up to two hours as the assessment tasks are supervised, and time must be allowed for them to be fully completed
- The qualification will take 17 months to complete

Mandatory Units

Unit Title	Credit Value
Principles of social media within a business	6
Principles of keywords and optimisation	5
Social networking management for a business	7
Using collaborative technologies	6

Optional Units

Unit Title	Credit Value
Use digital and social media in marketing campaigns	2
Imaging software	4
Video software	3
MTA: Web development fundamentals	10
Website software	4
Web fundamentals	7
Spreadsheet software	4
Content management system website creation	7
Creating and optimising content for the web	7
Principles of Social Media advertising and promotion	6
Understanding customer relationship management	3
Communicating using digital marketing / sales channels	4

Progression

On completion, you could progress to:

- Level 4 Digital Marketing

