DMCP – The Framework

UNIT 4 Social media marketing

Skills	Descriptors	Learning outcomes	Performance Indicators (suggested activities included)
SKILL 1 Describe the social media tools	**Outline the main social media platforms** The main social media platforms are: Facebook Instagram Youtube LinkedIn Twitter Pinterest https://www.dreamgrow.com/top-15-most-popular-social-networking-sites/	**Students should be able to:** o List the fundamental social media tools o Briefly describe the fundamental social media tools	**Draw a list** of social media platforms https://www.digitalinformationworld.com/2019/01/most-popular-global-social-networks-apps-infographic.html
SKILL 2 Selection of social media channel(s)	**Analyse the main advantages of each social media platform Analyse the main disadvantages of each social media platform so that you can choose the appropriate channel for each case**	**Students should be able to: Analyse the characteristics of each social media platform** Facebook Who should use it: Everyone What to share: All types of online content, events, ads Instagram Who should use it: Lifestyle, food, fashion, personalities and luxury brands What to share: Share visual content, including short videos	1. **Demonstrate the ability to use social media platform(s)** for specific scenarios E.g. for introducing a new product in the market, such as cosmetics, athletic wear, a new cafeteria/restaurant https://www.socialmediaexaminer.com/social-media-product-launch/ https://later.com/blog/product-launch-social-media/ https://www.canva.com/learn/10-tactics-for-launching-a-product-using-social-media/ E.g. for increasing sales of an existing product or service https://medium.com/better-marketing/7-simple-ways-to-drive-sales-on-social-media-with-examples-8012193aa2fb https://www.prontomarketing.com/blog/using-social-media-for-

		YouTube Who should use it: Brands with video content and ads What to share: Short video content LinkedIn Who should use it: Businesses, Recruiters and Job-Seekers What to share: Job-postings, company descriptions, employer/employee research Twitter Who should use it: Everyone What to share: Start, join, and lead conversations; interact directly with brands and customers	sales/ https://thenextweb.com/socialmedia/2014/03/05/social-media-platform-best-business/ https://www.maxaudience.com/2017/11/16/comparing-contrasting-top-social-media-platforms-part/ https://thetechhacker.com/2019/03/04/advantages-and-disadvantages-of-facebook/ https://www.lifepersona.com/the-8-advantages-and-disadvantages-of-instagram-most-relevant https://www.shoutmeloud.com/what-are-the-advantages-and-disadvantages-of-facebook.html
SKILL 3 Encode attractive messages	**How to encode messages for social media platforms that will (i) attract and (ii) hold the attention of audiences on social media** Encoding refers to transforming an abstract idea into a communicable message, via words and/or symbols, and/or pictures, and/or sounds. Effective encoding can help in attracting the audience's attention. Once the audience's attention is attracted, it is then important to hold this attention through, for instance (a) frequent updates and (b) incentives for audience involvement/participation. In fact, the audience may be active or passive and hence, audience	**Students should be able to:** o Identify audience characteristics o Discuss how to choose the appropriate verbal and non-verbal stimuli for SM messages	1. **Encode the appropriate message** for specific scenarios in digital devices 2.Students may be requested to **set up the following:** o users of a specific Brand may share their experience of a particular event of the Brand on a social media platform, co-creating the story o the organisation can run a hashtag competition on Instagram https://casmccullough.com/20-ideas-turning-audience-participants/

	involvement is especially important in delivering effective messages.	

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