

Specification of Competency Standards
for the Printing & Publishing Industry
Unit of Competency

Functional Area - Editing

Title	Use social media to formulate effective publicity and promotional solutions
Code	111094L4
Range	This Unit of Competency (UoC) is applicable to practitioners who are required to understand the characteristics and genres of various social media platforms, so as to tailor the publicity and promotional plans of products according to the publisher's management plans and strategies.
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of publicity and promotion of publishing businesses on social media platforms</p> <ul style="list-style-type: none"> Understand the methods of gaining online exposure of various social media channels, including but not limited to social media, email marketing, Search Engine Optimization (SEO), display ad, video ad, directory listings, comparison sites, PPC (Pay Per Click) ad, and affiliation, etc. Follow closely the online activities of the publisher and its peers, such as choices of social media, content production, promotional activities, etc.; apply them to the promotional activities and publicity plans of new products Understand the electronic payment methods of various social media platforms to maximise profitability for the publisher Understand the optimal frequency and timing of content updates on social media platforms; and how to consistently update and create content, so as to attract target audience and achieve sales growth <p>2. Formulate effective publicity and promotion plans to promote products on social media platforms according to the publisher's planning and strategies</p> <ul style="list-style-type: none"> Thoroughly understand, analyse and master the characteristics of social media platforms to identify appropriate channels for specific products and promotional materials Formulate work procedures to update posts and create content regularly, in timely manner, and in real time, to achieve effective promotion <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> Respect the usage and livestreaming rules and conditions of various social media platforms Ensure the promotional content complies with relevant regulations, including but not limited to Trade Descriptions Ordinance and the Personal Data (Privacy) Ordinance, etc.
Assessment Criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> Capable to formulate effective publicity and promotion plans according to the publisher's management plans and strategies, taking into account the channels and characteristics of various social media platforms; Capable to analyse the promotional characteristics of various social media platforms, update posts and create content as needed to achieve effective promotion
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