



## **Level 2 Diploma in Understanding the Safe Use of Online and Social Media Platforms**

### **Qualification Specification**

## Contents

	<b>Page</b>
Introduction	3
Qualification profile	4
Qualification structure	5
Centre staff and resources	5
Support for candidates	5
Assessment	6
Internal quality assurance	6
Adjustments to assessment	7
Results enquiries and appeals	7
Certification	7
Learning Outcomes and Assessment Criteria	8

## Introduction

The **Level 2 Diploma in Understanding the Safe Use of Online and Social Media Platforms** addresses the issue of online safety when accessing and interacting with social media platforms. The qualification aims to:

- raise candidates' awareness of online threats,
- develop knowledge and skills to use social media resources effectively, and search for information online
- raise awareness of cyberbullying issues

The awarding body for this qualification is ProQual Awarding Body and the regulatory body is the Office of Qualifications and Examinations Regulation (Ofqual). The specification for the qualification has been approved by the Welsh Government for use by centres in Wales and by the Council for the Curriculum Examinations and Assessment (CEA) for use by centres in Northern Ireland.

The qualification has been accredited onto the Regulated Qualifications Framework (RQF). Candidates could progress to higher level qualifications in IT user skills or use these qualifications to progress in their chosen specialist area.

## Qualification Profile

### Level 2 Diploma in Understanding the Safe Use of Online and Social Media Platforms

Qualification title	<b>ProQual Level 2 Diploma in Understanding the Safe Use of Online and Social Media Platforms</b>
Ofqual qualification number	601/3410/0
Level	Level 2
Total qualification time	450 hours
Guided learning hours	330
Assessment	Pass or fail Internally assessed and verified by centre staff External quality assurance by ProQual verifiers
Qualification start date	1/06/14
Qualification end date	

## Entry Requirements

There are no formal entry requirements for this qualification.

Centres should carry out an **initial assessment** of candidate skills and knowledge to identify any gaps and help plan the assessment.

## Qualification Structure

Candidates must complete all of the Mandatory units.

Mandatory Units			
Unit Reference Number	Unit Title	Unit Level	GLH
L/505/9927	Using social media technologies	3	30
L/505/3514	Understand the safe use of online and social media platforms	2	35
R/505/3515	Know how to publish, integrate and share using social media	2	40
Y/505/3516	Understand how to search online and social media resources	2	35
D/506/2461	Understanding the risks of cyberbullying when using social media platforms	2	50
K/506/2463	Understanding the risks to personal information when using online and social media platforms	2	30
M/506/2464	Understanding the safe use of online and social media platforms	2	50
T/505/5399	Understanding social media for business	3	60

## Centre Requirements

Centres must be approved to offer this qualification. If your centre is not approved please complete and submit form **ProQual Additional Qualification Approval Application**.

### Staff

Staff delivering this qualification must be appropriately qualified and/or occupationally competent.

### Assessors/Internal Quality Assurance

For each competence-based unit centres must be able to provide at least one assessor and one internal quality assurance verifier who are suitably qualified for the specific occupational area. Assessors and internal quality assurance verifiers for competence-based units or qualifications will normally need to hold appropriate assessor or verifier qualifications, such as:

- Award in Assessing Competence in the Work Environment
- Award in Assessing Vocationally Related Achievement
- Certificate in Assessing Vocational Achievement
- Award in the Internal Quality Assurance of Assessment Processes and Practices
- Certificate in Leading the Internal Quality Assurance of Assessment Processes and Practices

## Support for Candidates

Materials produced by centres to support candidates should:

- enable them to track their achievements as they progress through the learning outcomes and assessment criteria;
- provide information on where ProQual's policies and procedures can be viewed;
- provide a means of enabling Internal and External Quality Assurance staff to authenticate evidence

## Assessment

This suite of qualifications are competence-based, candidates must demonstrate the level of competence described in the units. Assessment is the process of measuring a candidate's skill, knowledge and understanding against the standards set in the qualification.

There must be valid, authentic and sufficient for all the assessment criteria. However, one piece of evidence may be used to meet the requirements of more than one learning outcome or assessment criterion.

The qualifications must be internally assessed by an appropriately experienced and qualified assessor.

Each candidate is required to produce a portfolio of evidence which demonstrates their achievement of all of the learning outcomes and assessment criteria for each unit.

Evidence can include:

- observation report by assessor
- assignments/projects/reports
- professional discussion
- witness testimony
- candidate product
- worksheets
- record of oral and written questioning
- Recognition of Prior Learning

**Learning outcomes** set out what a candidate is expected to know, understand or be able to do.

**Assessment criteria** specify the standard a candidate must meet to show the learning outcome has been achieved.

*Learning outcomes and assessment criteria can be found from page 8 onwards.*

## Internal Quality Assurance

An internal quality assurance verifier confirms that assessment decisions made in centres are made by competent and qualified assessors, that they are the result of sound and fair assessment practice and that they are recorded accurately and appropriately.

## **Adjustments to Assessment**

Adjustments to standard assessment arrangements are made on the individual needs of candidates. ProQual's Reasonable Adjustments Policy and Special Consideration Policy sets out the steps to follow when implementing reasonable adjustments and special considerations and the service that ProQual provides for some of these arrangements.

Centres should contact ProQual for further information or queries about the contents of the policy.

## **Results Enquiries and Appeals**

All enquiries relating to assessment or other decisions should be dealt with by centres, with reference to ProQual's Enquiries and Appeals Procedures.

## **Certification**

Candidates who achieve the requirements for qualifications will be awarded:

- A certificate listing all units achieved, and
- A certificate giving the full qualification title -

### **ProQual Level 2 Diploma in Understanding the Safe Use of Online and Social Media Platforms**

#### **Claiming certificates**

Centres may claim certificates for candidates who have been registered with ProQual and who have successfully achieved the requirements for a qualification. All certificates will be issued to the centre for successful candidates.

#### **Unit certificates**

If a candidate does not achieve all of the requirements for a qualification, the centre may claim a unit certificate for the candidate which will list all of the units achieved.

#### **Replacement certificates**

If a replacement certificate is required a request must be made to ProQual in writing. Replacement certificates are labelled as such and are only provided when the claim has been authenticated. Refer to the Fee Schedule for details of charges for replacement certificates.

## Learning Outcomes and Assessment Criteria

### Unit L/505/9927 Using Social Media Technologies

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
1 Be able to understand the terminology of Social Media technologies	1.1 Describe the term 'Social Media' 1.2 Describe the term 'Social Media Technologies'
2 Be able to describe the uses of Social Media Technologies	2.1 Identify a range of Social Media Technologies 2.2 Compare the features of different Social Media Technologies 2.3 Describe the benefits and limitations of using Social Media Technologies 2.4 Describe the current uses of Social Media for an organisation
3 Be able to identify and plan for the use of Social Media for a chosen purpose	3.1 Identify a need for the use of Social Media Technologies within a chosen organisation 3.2 Select a Social Media Technology for identified need 3.3 Prepare an action plan for the implementation of Social Media Technologies for a chosen purpose 3.4 Identify the barriers to implementing the use of Social Media Technologies and suggest ways to overcome these
4 Be able to identify ways to support the use of Social Media Technologies	4.1 Create guidelines for the safe use of an appropriate Social Media Technology 4.2 Suggest ways to manage the use of the chosen Social Media Technology

## Assessment

There must be valid, authentic and sufficient for all the assessment criteria. However, one piece of evidence may be used to meet the requirements of more than one learning outcome or assessment criterion.

## **Unit L/505/3514**

### **Understand the safe use of online and social media platforms**

<b>Learning Outcome - The learner will:</b>	<b>Assessment Criterion - The learner can:</b>
1 Understand that information stored on personal computers and mobile devices must be safeguarded	<p>1.1 Identify the potential risks to information security of using personal computers and mobile devices for:</p> <ul style="list-style-type: none"><li>• using email</li><li>• web browsing</li><li>• banking online</li><li>• shopping online</li><li>• social networking</li></ul> <p>1.2 Describe the security risks associated with:</p> <ul style="list-style-type: none"><li>• hardware</li><li>• software</li><li>• social media networking</li><li>• access to malicious websites</li><li>• access to inappropriate material published on the Internet</li><li>• corrupted or infected email attachments</li></ul> <p>1.3 Explain the importance of controlling access to hardware, software and stored data</p> <p>1.4 Describe the common types of scams and frauds:</p> <ul style="list-style-type: none"><li>• phishing</li><li>• pharming</li><li>• hacking</li></ul> <p>1.5 Explain the importance of developing and maintaining safe ICT user habits</p>
2 Know how to select and use appropriate security methods to safeguard systems and data	<p>2.1 Describe security techniques/measures that can protect personally accessed software and data, such as login identity and passwords</p> <p>2.2 Describe common ways of controlling access to hardware, software and data</p> <p>2.3 Identify ways to protect data and software</p> <p>2.4 Describe the term 'virus' and give examples of different types</p> <p>2.5 Describe the purpose of anti-virus software</p> <p>2.6 Explain why anti-virus software should be regularly updated</p> <p>2.7 Explain the importance of backing up and safely storing data</p>
3 Understand the threats to personal safety when using the Internet	<p>3.1 Describe the forms and features of:</p> <ul style="list-style-type: none"><li>• cyberbullying</li><li>• grooming</li><li>• stalking</li><li>• criminal activities</li><li>• inappropriate contact</li><li>• inappropriate content</li></ul>

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
	<p>3.2 Identify when and how to report online safety issues</p> <p>3.3 Describe the risks and consequences of:</p> <ul style="list-style-type: none"> <li>• identity theft</li> <li>• identity fraud</li> </ul> <p>3.4 Describe how user accounts can be used as a security measure when computers are used by more than one person</p> <p>3.5 Explain the importance of setting parental controls on personal computers, mobile and media devices</p> <p>3.6 Explain how to set up parental controls on:</p> <ul style="list-style-type: none"> <li>• personal computers</li> <li>• tablets</li> <li>• mobile phones</li> </ul>
4 Know how to protect their online devices against fraud and security attacks	<p>4.1 Set up security measures to protect their personal computers and mobile devices against fraud and security threats</p> <p>4.2 Describe measures that can help to protect their personal information</p>
5 Understand the implications of entering personal information onto social media networking sites	<p>4.3 Describe the risks posed by unsolicited email and measures that can reduce the risks</p> <p>4.4 Identify the security threats when accessing public WiFi networks</p> <p>5.1 Explain the concept of no 'take backs' once information is posted online</p> <p>5.2 Identify who can view information posted onto social media networking websites</p>
6 Understand legal measures that address the protection of data	<p>5.3 Explain the privacy issues of using social media websites</p> <p>5.4 Describe formal and informal conventions, or netiquette, which should be observed when communicating online</p> <p>5.5 Describe the potential consequences of posting their personal information onto social media websites</p> <p>5.6 Identify the security risks of adding geographic identity or location to material they upload to the Internet</p> <p>6.1 Identify relevant legislation and guidelines relating to</p> <ul style="list-style-type: none"> <li>• downloading images and files from the Internet</li> <li>• data protection</li> </ul>
	<p>6.2 Identify data protection issues around the use of social media</p> <p>6.3 Describe what is meant by the following terms:</p> <ul style="list-style-type: none"> <li>• copyright</li> <li>• plagiarism</li> <li>• intellectual property</li> </ul> <p>6.4 Explain why organisations develop and adopt policies for the acceptable use of ICT</p>

**Learning Outcome - The learner will:**

**Assessment Criterion - The learner can:**

6.5 Describe the common components of an Acceptable Use Policy

## **Assessment**

There must be valid, authentic and sufficient for all the assessment criteria. However, one piece of evidence may be used to meet the requirements of more than one learning outcome or assessment criterion.

## **Unit R/505/3515**

# **Know how to publish, integrate and share using online and social media platforms**

<b>Learning Outcome - The learner will:</b>	<b>Assessment Criterion - The learner can:</b>
1 Know the current social networks used to publish, integrate and share online	1.1 Identify the main social media networks in current use 1.2 Describe the main features of each social media network identified 1.3 Describe why they would use each of the social media networks identified 1.4 Explain the purpose of a 'social aggregator' tool  1.5 Describe how blogs give individuals a voice on the Web 1.6 Explain how professionals make connections using social media networks
2 Understand how social media is used by individuals, organisations/businesses, governments and social groups	2.1 Describe why <ul style="list-style-type: none"><li>• individuals</li><li>• organisations/businesses</li><li>• governments</li><li>• social groups</li></ul> use social media networking sites 2.2 Explain the advantages and typical components of a social media user profile 2.3 Identify the benefits of using social media networking for: <ul style="list-style-type: none"><li>• individuals</li><li>• organisations/businesses</li><li>• governments</li><li>• social groups</li></ul> 2.4 Identify the risks of using social media networking for: <ul style="list-style-type: none"><li>• individuals</li><li>• organisations/businesses</li><li>• governments</li><li>• social groups</li></ul> 2.5 Describe how social media networks monitor engagement with their websites 2.6 Describe the advantages of podcasting 2.7 Explain why organisations have social media policies
3 Understand best practices for safe social networking	3.1 Describe appropriate precautions to ensure their own safety and privacy 3.2 Describe how to protect personal information when engaging with social media websites

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
4 Use browser software to communicate information online  5 Understand the need for safety and security practices	3.3 Identify legal constraints on the uploading and downloading of software and other digital content  4.1 Select and use appropriate tools and techniques to communicate information online  4.2 Use browser tools to share information sources with others  4.3 Submit information online  4.4 Identify opportunities to create, post or publish material to social media websites
	5.1 Describe the danger of computer viruses and how to minimise risks  5.2 Describe how to minimise threats to information security when online  5.3 Describe how to minimise the threats to user safety when online  5.4 Describe where to access online help and information when using social media networks

## Assessment

There must be valid, authentic and sufficient for all the assessment criteria. However, one piece of evidence may be used to meet the requirements of more than one learning outcome or assessment criterion.

## **Unit Y/505/3516**

## **Understand how to search online and social media resources**

<b>Learning Outcome - The learner will:</b>	<b>Assessment Criterion - The learner can:</b>
1 Understand the environmental benefits of using ICT	1.1 Identify the computer equipment and consumables that can be recycled 1.2 State the advantages of storing files electronically rather than in paper format 1.3 Describe what online storage systems are 1.4 List the benefits of using online storage services 1.5 Identify the risks of using online storage services
2 Manage online information storage and retrieval appropriately	2.1 Describe different types of online storage services 2.2 Organise and store information online 2.3 Manage files and folders to enable efficient information retrieval
3 Use browser tools to search for information online	3.1 Select and use browser tools to navigate webpages 3.2 Select and use appropriate search techniques to locate information effectively 3.3 Manage and use links to favourite websites 3.4 Describe the role of keywords in searches 3.5 Search the Internet for: <ul style="list-style-type: none"><li>• information</li><li>• people</li><li>• homepages</li><li>• organisations/businesses</li><li>• images</li><li>• videos</li><li>• maps</li><li>• directions</li></ul> 3.6 Download and store information from the Internet, including social media networking websites 3.7 Describe how to refine searches if search results do not meet requirements 3.8 Describe how they can assess the quality, relevance and currency of search results

## **Assessment**

There must be valid, authentic and sufficient for all the assessment criteria. However, one piece of evidence may be used to meet the requirements of more than one learning outcome or assessment criterion.

## Unit D/506/2461

# Understanding the risks of cyberbullying when using online and social media platforms

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
1 Understand the potential risks of cyberbullying when using online and social media platforms	<p>1.1 Describe the forms and features of:</p> <ul style="list-style-type: none"><li>• cyberbullying</li><li>• cyberstalking</li><li>• clickjacking</li><li>• creeping</li><li>• stalking</li><li>• trolling</li></ul> <p>1.2 Describe the forms and features of:</p> <ul style="list-style-type: none"><li>• grooming and child grooming</li><li>• exploitation techniques</li></ul> <p>used by online predators which can lead to cyberbullying</p>
2 Understand that a person's behaviour may change if they are a victim of cyberbullying	<p>2.1 Describe how an online user may be identified as a victim of online abuse, such as cyberbullying or trolling</p> <p>2.2 Identify behavioural changes that indicate a person is a victim of cyberbullying</p> <p>2.3 Describe what is meant by the term <b>cyber self harm</b></p> <p>2.4 Describe the reasons why a person may anonymously troll or bully themselves online</p> <p>2.5 Describe how to support victims of cyberbullying</p>
3 Understand the importance of reporting cyberbullying	<p>3.1 Describe the importance of reporting instances of cyberbullying to others, for example to parents, teachers, the police or online support groups</p> <p>3.2 Describe what actions they would take if they, or someone they know, is a victim of cyberbullying</p> <p>3.3 Identify organisations that can provide help and support when reporting cases of cyberbullying</p>

## Assessment

There must be valid, authentic and sufficient for all the assessment criteria. However, one piece of evidence may be used to meet the requirements of more than one learning outcome or assessment criterion.

## **Unit K/506/2463**

# **Understanding the risks to personal information when using online and social media platforms**

<b>Learning Outcome - The learner will:</b>	<b>Assessment Criterion - The learner can:</b>
1 Understand the risks to their personal information when using online and social media platforms	<p>1.1 Identify the difference between open and private information, and give examples of both</p> <p>1.2 Give examples of ways that personal information or login and password details can be obtained by, for example hackers, stalkers, predators, criminals, etc.</p> <p>1.3 Describe how hackers might use personal information, pictures, videos, etc. that have been posted onto social media websites</p> <p>1.4 Describe the risks of accessing social media networks using computers, laptops, tablets and smartphones</p> <p>1.5 Identify the risks to their personal information when using the Internet</p> <p>1.6 Describe what is meant by the terms:</p> <ul style="list-style-type: none"><li>• identify</li><li>• identity theft</li></ul> <p>1.7 Outline methods of identity theft, including information diving, pre-texting, skimming, shoulder surfing, etc.</p> <p>1.8 Describe how computer infection threats, such as viruses, Trojan horses, spyware, etc. can be a risk to their personal information</p> <p>1.9 Describe the potential impact of responding to scam emails and malicious software</p>
2 Understand the potential risks of communicating with others using online and social media platforms	<p>2.1 Identify who has responsibility for their actions, such as posting messages or entering personal information, when using online and social media networks</p> <p>2.2 Explain the concept of 'no take backs' once information is posted online</p> <p>2.3 Describe the risks of befriending and communicating with other online users</p> <p>2.4 Define what is meant by the following terms:</p> <ul style="list-style-type: none"><li>• cyber abuse</li><li>• cyberbullying</li><li>• cyberstalking</li><li>• creeping</li><li>• online predators</li><li>• child grooming</li></ul> <p>2.5 Identify the potential risks to themselves and to their personal information when:</p> <ul style="list-style-type: none"><li>• emailing</li><li>• online gaming</li><li>• downloading and sharing files</li></ul>

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
<p>3 Understand the potential risks of sending explicit or inappropriate messages and images to other online users</p>	<p>2.6 Describe what is meant by social engineering</p> <p>2.7 Describe the potential impact to themselves and to their personal information of someone hacking social media networks</p> <p>3.1 Describe the risks of sending explicit or inappropriate messages and images to others via:</p> <ul style="list-style-type: none"> <li>• text messages</li> <li>• social media websites</li> </ul> <p>3.2 Describe the actions to take if they receive explicit or inappropriate images or messages via text or social media websites</p> <p>3.3 Describe the potential consequences of forwarding explicit or inappropriate images or messages that they have received to others</p> <p>3.4 Describe the potential consequences that may result if an individual is persuaded to send explicit images of themselves to others via text messages</p> <p>3.5 Describe the impact on an individual if someone obtains inappropriate videos or images of them and then streams the video or images on social media websites</p>

## Assessment

There must be valid, authentic and sufficient for all the assessment criteria. However, one piece of evidence may be used to meet the requirements of more than one learning outcome or assessment criterion.

## **Unit M/506/2464**

### **Understanding the safe use of online and social media platforms**

<b>Learning Outcome - The learner will:</b>	<b>Assessment Criterion - The learner can:</b>
1 Understand how to protect their personal information when using online and social media platforms	1.1 Describe how digital citizenship embraces good practice when participating in society online 1.2 Describe safe and responsible practice when: <ul style="list-style-type: none"><li>• creating online profiles</li><li>• sharing information online</li></ul>
2 Understand how others play a role in keeping users safe when online	1.3 Describe how security techniques, such as using login names and passwords, can be used to protect personal information and online accounts 1.4 Explain the importance of developing and maintaining safe ICT user habits 2.1 Explain the importance of safeguarding users when online 2.2 Describe the role that: <ul style="list-style-type: none"><li>• teachers</li><li>• parents</li><li>• others</li></ul> play in keeping children and young people safe when online 2.3 Identify when and how to report online safety issues 2.4 Describe examples of situations when they should report other users' behaviour when they are using: <ul style="list-style-type: none"><li>• online chat rooms</li><li>• instant messaging</li></ul>
3 Understand how filtering and monitoring tools that control Internet access help to minimise the risks to users	2.5 Identify websites and organisations that offer information and support on online safety issues 3.1 State the purpose of monitoring, filtering and controlling tools for Internet users 3.2 Describe ways of monitoring users' activity when using social networking and other online sites 3.3 Explain the importance of setting parental controls on personal computers, mobile and media devices
4 Know how to protect their personal information when using social media networks	4.1 Describe the privacy settings and tools used by each of the main social networks in current use 4.2 Describe steps that they can take to protect their personal information when engaging with social media networks 4.3 Explain safe and responsible practice when using social media networks to: <ul style="list-style-type: none"><li>• post messages</li><li>• enter information</li><li>• use chat rooms</li><li>• use blogs</li><li>• upload pictures, photographs, videos</li></ul>

## **Assessment**

There must be valid, authentic and sufficient for all the assessment criteria. However, one piece of evidence may be used to meet the requirements of more than one learning outcome or assessment criterion.

**nit T/505/5399**

## **Understanding social media for business**

<b>Learning Outcome - The learner will:</b>	<b>Assessment Criterion - The learner can:</b>
1 Understand the concept of social media	1.1 Explain the range of social media services
2 Know social media for the business environment	2.1 Describe the concept of social media for business
3 Know benefits of social media for business to an organisation	3.1 Describe benefits to an organisation of using social media for business

## **Assessment**

There must be valid, authentic and sufficient for all the assessment criteria. However, one piece of evidence may be used to meet the requirements of more than one learning outcome or assessment criterion.



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