

**SKILLS FRAMEWORK FOR MEDIA  
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

<b>TSC Category</b>	Journalism					
<b>TSC Title</b>	Social Media Content Creation and Management					
<b>TSC Description</b>	Develop social media content and strategies to engage target audience segments					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
		<b>MED-OTO-2008-1.1</b>	<b>MED-OTO-3008-1.1</b>	<b>MED-OTO-4008-1.1</b>	<b>MED-OTO-5008-1.1</b>	<b>MED-OTO-6008-1.1</b>
		Support the creation of social media content for assigned beats	Create social media content that is relevant for assigned beats	Execute engagement plans to support social media strategies	Develop social media engagement plans on various social media platforms	Formulate social media content and delivery strategies to increase reach to target audience segments
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Types of social media platforms</li> <li>Features and functions that are available in social media platforms</li> <li>Digital content management systems</li> <li>Features and functions that are available on mobile devices and applications</li> <li>Target audience profile and their social media usage patterns</li> </ul>	<ul style="list-style-type: none"> <li>Types of social media platforms</li> <li>Features and functions available in social media platforms</li> <li>Target audience profile and their social media usage patterns</li> <li>Guidelines on the type of stories for social media platforms</li> <li>Methods of storytelling and writing on social media and online platforms</li> <li>Types of evolving content delivery and presentation tools</li> <li>Techniques to create and edit content on social media</li> <li>Relevant online media regulations</li> <li>Types of metrics to track social media data</li> <li>Forms of copyright infringements</li> </ul>	<ul style="list-style-type: none"> <li>Limitations and workarounds associated with social media platforms</li> <li>Principles underpinning storytelling guidelines</li> <li>Schemas and taxonomies adopted by search functions in social media platforms</li> <li>Linkages between engagement techniques and users' behavioural patterns</li> <li>Social media management policies and guidelines</li> <li>Relevant online media regulations</li> <li>Types of metrics to track social media data</li> <li>Forms of copyright infringements</li> </ul>	<ul style="list-style-type: none"> <li>Linkages between social media platforms and its impact on users' behaviours</li> <li>Principles underpinning social media management policies and guidelines</li> <li>Innovative approaches for delivering content</li> <li>Best practice on social media policies and guidelines</li> <li>Impact of online media regulations</li> <li>Impact of content strategies on metrics for social media</li> <li>Global and local issues, culture and trends</li> </ul>	<ul style="list-style-type: none"> <li>Best practices in the areas of content curation and presentation</li> <li>Behavioural and reading patterns of target audience segments</li> <li>Technologies that improve delivery of content</li> <li>Impact of new media technologies on businesses and human behaviour</li> </ul>

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<p><b>Abilities</b></p>		<ul style="list-style-type: none"> <li>• Upload prepared social media content on platforms as instructed</li> <li>• Refresh simple information related to social media content to ensure information is kept up to date</li> <li>• Assist in responding to comments and queries related to social media content</li> <li>• Use content management systems to develop, format and deliver content to target audience</li> </ul>	<ul style="list-style-type: none"> <li>• Generate creative and engaging content that appeals to target audience</li> <li>• Use appropriate visuals and text to convey stories in a concise manner on social media</li> <li>• Provide guidance on use of content management systems to enhance the content</li> <li>• Maintain own social media profile in order to create a personal brand</li> <li>• Respond to comments in accordance to social media guidelines and organisational policies and values</li> <li>• Review the analysis of audience feedback on social media content and apply relevant changes</li> </ul>	<ul style="list-style-type: none"> <li>• Create content pipelines to support social media strategies</li> <li>• Review social media content to ensure adherence to social media policies and guidelines</li> <li>• Apply appropriate content tagging to optimise the discoverability of content</li> <li>• Synthesise data from various sources to assess the effectiveness of social media campaigns</li> <li>• Analyse social media data to determine behavioural patterns of target audience segments</li> </ul>	<ul style="list-style-type: none"> <li>• Develop social media content strategies to engage communities on various social media platforms</li> <li>• Evaluate latest features and functions on social media platforms to determine its suitability for content delivery</li> <li>• Analyse time patterns of users' behaviours to identify factors that affect viewership of social media content by target audience segments</li> <li>• Draw insights on target audience engagement from the analyses of social media data and metrics</li> <li>• Adjust social media content strategies to improve effectiveness of engagements</li> <li>• Provide guidance on the use of innovative features and functions to improve viewership and community engagement</li> <li>• Formulate action plans to respond quickly to backlash and negative comments on social media</li> </ul>	<ul style="list-style-type: none"> <li>• Set direction on social media engagement strategies on various platforms</li> <li>• Drive the development of social media content to reflect current issues, culture and trends</li> <li>• Lead social media content curation efforts to identify relevant beats to maximise reach and effectiveness of engagement initiatives</li> <li>• Conceptualise new and innovative content delivery formats that leverage on new features and functions available on social media platforms by collaborating with various stakeholders</li> <li>• Drive the development of strategies to manage the effects of backlash and negative comments</li> </ul>
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