

## Instruction Sheet for the Candidate

<b>Qualification</b>	Blogger ( <b>Mobile App, Web &amp; Game Development</b> )
<b>Competency Standard</b>	Develop methods to attract new and existing readers
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name_____
	Registration/Roll Number_____
<b>Guidance for Candidate</b>	<p><b>To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration &amp; assessment):</b></p> <ul style="list-style-type: none"> <li>• Promote posts through social media</li> <li>• Promote posts through email marketing</li> <li>• Promote posts through SMS marketing</li> <li>• Perform SEO</li> </ul>
<b>Time: 03 Hrs.</b>	During a practical assessment, under observation by an assessor, you are required to
<b>Minimum Evidence Required</b>	<p><b>Promote posts through social media</b></p> <ol style="list-style-type: none"> <li>1. Design the content for the post</li> <li>2. Research potential social media platforms</li> <li>3. Publish post on social media platforms</li> <li>4. Boost the post</li> </ol> <p><b>Promote posts through email marketing</b></p> <ol style="list-style-type: none"> <li>1. Design the content/newsletter for email</li> <li>2. Generate list of potential recipients from different sources</li> <li>3. Send email</li> </ol> <p><b>Promote posts through SMS marketing</b></p> <ol style="list-style-type: none"> <li>1. Design textual content for SMS</li> <li>2. Generate list of potential recipients from appropriate sources</li> <li>3. Send SMS</li> </ol> <p><b>Perform SEO</b></p> <ol style="list-style-type: none"> <li>1. Identify the famous search engines</li> <li>2. Identify the keywords related to post</li> <li>3. Index post in search engine using different tools</li> <li>4. Determine blog optimization through SEO tools including responsiveness and page load speed</li> </ol>

## Self-Assessment Checklist

<b>Candidate Name</b>	
<b>Registration No.</b>	
<b>Qualification</b>	Blogger ( <b>Mobile App, Web &amp; Game Development</b> )
<b>Competency Standard</b>	Develop methods to attract new and existing readers
<b>Purpose of Assessment</b>	Formative Assessment
<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>• Promote posts through social media</li> <li>• Promote posts through email marketing</li> <li>• Promote posts through SMS marketing</li> <li>• Perform SEO</li> </ul>

I can.....

Performance Criteria	Yes	No
1. Design the content for the post	<input type="checkbox"/>	<input type="checkbox"/>
2. Research potential social media platforms	<input type="checkbox"/>	<input type="checkbox"/>
3. Publish post on social media platforms	<input type="checkbox"/>	<input type="checkbox"/>
4. Boost the post	<input type="checkbox"/>	<input type="checkbox"/>
5. Design the content/newsletter for email	<input type="checkbox"/>	<input type="checkbox"/>
6. Generate list of potential recipients from different sources	<input type="checkbox"/>	<input type="checkbox"/>
7. Send email	<input type="checkbox"/>	<input type="checkbox"/>
8. Design textual content for SMS	<input type="checkbox"/>	<input type="checkbox"/>
9. Generate list of potential recipients from appropriate sources	<input type="checkbox"/>	<input type="checkbox"/>
10. Send SMS	<input type="checkbox"/>	<input type="checkbox"/>
11. Identify the famous search engines	<input type="checkbox"/>	<input type="checkbox"/>
12. Identify the keywords related to post	<input type="checkbox"/>	<input type="checkbox"/>
13. Index post in search engine using different tools	<input type="checkbox"/>	<input type="checkbox"/>
14. Determine blog optimization through SEO tools including responsiveness and page load speed	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature \_\_\_\_\_ Assessor's Signature \_\_\_\_\_

Date: \_\_\_\_\_



## Observation Checklist

<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>Promote posts through social media</li> <li>Promote posts through email marketing</li> <li>Promote posts through SMS marketing</li> <li>Perform SEO</li> </ul>			
<b>During the practical assessment, candidate demonstrated the following:</b>		<b>Yes</b>	<b>No</b>	<b>Remarks</b>
1.	Design the content for the post			
2.	Research potential social media platforms			
3.	Publish post on social media platforms			
4.	Boost the post			
5.	Design the content/newsletter for email			
6.	Generate list of potential recipients from different sources			
7.	Send email			
8.	Design textual content for SMS			
9.	Generate list of potential recipients from appropriate sources			
10.	Send SMS			
11.	Identify the famous search engines			
12.	Identify the keywords related to post			
13.	Index post in search engine using different tools			
14.	Determine blog optimization through SEO tools including responsiveness and page load speed			
<b>Competent</b> <input type="checkbox"/>		<b>Not Yet Competent</b> <input type="checkbox"/>		

## Knowledge Assessment

<b>Qualification</b>	Blogger ( <b>Mobile App, Web &amp; Game Development</b> )
<b>Competency Standard</b>	Develop methods to attract new and existing readers
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
<b>Assessment Outcome</b>	<p><b>COMPETENT</b> <input type="checkbox"/>                      <b>NOT YET COMPETENT</b> <input type="checkbox"/></p> <p>Name of the Assessor: _____</p> <p>Assessor's code: _____</p> <p>Signature of the Assessor: _____</p>

Candidate's response is not required to be identical, but similar concepts and/or keywords must be used. Oral questioning may be used to clarify candidate understanding of topic and its application.

	Questions (Candidate confidently answered questions correctly and demonstrated understanding of the topics and their application)	Satisfactory	Not Satisfactory
1.	Define targeted audience.  _____		
2.	How to promote a post for the blog?  _____		
3.	Define Search Engines?  _____		

