

## **Unit 332**

### **Produce Copy for Digital Media Communication**

#### **SECTION ONE**

- 1.0 Understand how digital media channels affect how copy is produced
- 1.1 Explain considerations for a selection of media channels
- 1.2 Explain how online content management system affects copy production

#### **SECTION TWO**

- 2.0 Be able to produce copy for different types of digital communication
  - 2.1 Write copy to meet the requirements of a brief
  - 2.2 Use a style that is fit for purpose
  - 2.3 Format copy according to guidelines
  - 2.4 Produce copy to accompany non-text media content
  - 2.5 Produce optimised hyperlinks
  - 2.6 Create metadata for copy
  - 2.7 Embed metadata for different types of digital media communications

#### **SECTION THREE**

- 3.0 Be able to review copy for digital media communications
  - 3.1 Check copy for errors
  - 3.2 Check the accuracy of content
  - 3.3 Review copy against any legal and ethical considerations