

**41163****Use technology to distribute media content to an intended audience**

<b>Kaupae   Level</b>	3
<b>Whiwhinga   Credit</b>	3
<b>Whāinga   Purpose</b>	<p>This skill standard is designed for learners who wish to distribute media content to an intended audience.</p> <p>Learners who have completed this standard will be able to responsibly and effectively distribute multimedia content to targeted audiences on various media platforms and contexts.</p>

**Hua o te ako me Paearu aromatawai | Learning outcomes and assessment criteria**

<b>Hua o te ako   Learning outcomes</b>	<b>Paearu aromatawai   Assessment criteria</b>
1. Use technology to distribute media content to an intended audience.	a. Articulate the key messages for the content to be distributed in relation to the intended audience and platform requirements.
	b. Apply appropriate ethical and legal protocols, including consent, privacy and safety, as required for adapting and distributing content.
	c. Use appropriate digital tools and/or software to adapt and edit content to support key messages, audience profile and platform-specific requirements.
	d. Distribute the content to the intended audience using the chosen platform ensuring appropriate ethical and legal protocols have been observed.
	e. Use feedback tools and/or analytics to evaluate the extent of audience interaction with content.
	f. Evaluate the effectiveness of the content messaging and platform and identify areas for improvement.

**Pārongo aromatawai me te taumata paearu | Assessment information and grade criteria***Assessment specifications:*

Learners must provide a piece of media content distributed using digital technology, accompanied by a planning document, and an evaluation of the content's effectiveness, supported by feedback and/or analytics.

Platforms and contexts may include social media campaigns, public displays, web publications, broadcast platforms or other digital environments.

**Ngā momo whiwhinga | Grades available**

Achieved.

**Ihirangi waitohu | Indicative content**

- Audience analysis and content strategy, including identifying target audiences and tailoring messages accordingly.
- Platform and context specific content requirements (e.g. for social media, digital signage, etc.).
- Digital tools for adapting and editing content.
- Visual and audio design principles.
- Accessibility and inclusivity in digital content across a variety of audiences.
- Feedback methods and tools which may include:
  - Simple feedback tools: surveys, verbal feedback, comment sections.
  - Basic analytics: reach, engagement, impressions, click-through rates.
- Legal and ethical protocols including consent, privacy, safety, and access restrictions for content storage and distribution.

**Rauemi | Resources**

Legislation relevant to the assessment of the standard may include:

- [Copyright Act \(1994\)](#).
- [Privacy Act \(2020\)](#).
- [Broadcasting Act \(1989\)](#).
- [Harmful Digital Communications Act \(2015\)](#).
- [Health and Safety at Work Act \(2015\)](#).

**Pārongo Whakaū Kounga | Quality assurance information**

<b>Ngā rōpū whakatau-paerewa  </b> Standard Setting Body	Electrotechnology and Information Technology Industry Skills Board
<b>Whakaritenga Rārangi Paetae Aromatawai  </b> DASS classification	Arts and Crafts > Creative Media > Content Creation
<b>Ko te tohutoro ki ngā Whakaritenga i te</b> <b>Whakamanatanga me te Whakaōritenga  </b> CMR	0099

<b>Hātepe   Process</b>	<b>Putanga   Version</b>	<b>Rā whakaputa   Review Date</b>	<b>Rā whakamutunga mō te aromatawai   Last date for assessment</b>
<b>Rēhitatanga   Registration</b>	1	30 April 2026	N/A
<b>Kōrero whakakapinga   Replacement information</b>	This skill standard replaced unit standard 10320.		
<b>Rā arotake   Planned review date</b>	31 December 2030		

Please contact Electrotechnology and Information Technology Industry Skill Board at [qualifications@etitcisb.nz](mailto:qualifications@etitcisb.nz) to suggest changes to the content of this skill standard.