Australian Government

Assessment Requirements for BSBMKG527 Plan social media engagement

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 2.0.

Performance Evidence

Evidence of the ability to:

- specify a target audience for social media engagement to meet client or organisational requirements
- research online behaviours and identify typical responses and journeys
- review and select social media platforms to meet requirements
- ensure social media interactions maintain consistent message to brand and develop trust
- monitor and react positively to changes in the social media space.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- identify existing legislation and policy relevant to social media
- compare current social media platforms against key industry functions
- explain the typical response characteristics of users to common social media interventions
- list the current major tools and techniques used to engage users on social media
- explain the different performance measures used to evaluate social media engagement.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the marketing communications field of work and include access to:

- relevant legislation and regulations
- communications equipment and technology
- relevant workplace documentation and resources

- case studies or, where possible, real situations
- industry software packages and apps (where applicable).

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10