Australian Government

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.

Application

This unit describes the skills and knowledge required to effectively engage with a preferred audience on social media.

It applies to individuals working in a variety of marketing communications occupational roles who have responsibility for developing social media plans and facilitating social engagement.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Business Development – Marketing

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Determine preferred audience	1.1 Identify and review relevant client or organisational requirements for product, brand or organisational engagement in social media
	1.2 Identify and specify the characteristics of the target audience
	1.3 Research online habits of the target audience
	1.4 Recognise and plan social media engagement within current legislation, regulation and organisational policy
2. Profile expected behaviours	2.1 Model the typical journey of the target audience across device, platform, sites and applications
	2.2 Identify common responses to triggers and interventions on social media sites and applications

ELEMENT	PERFORMANCE CRITERIA
	2.3 Conduct market research with users on preferred and avoided behaviours on social media
	2.4 Establish the attention span and retention characteristics of alternative content types and engagement patterns
3. Develop social engagement strategy	3.1 Select preferred social media platforms to meet client and audience requirements
	3.2 Select content and engagement interventions relevant to the target audience
	3.3 Establish metrics for successful performance on social media
	3.4 Ensure strategy maintains integrity of brand, message and develops trust
	3.5 Optimise the use of positive viral and other self-generating expansion techniques
4. Facilitate content and delivery	4.1 Ensure relevant content is produced and released to maximise attention of the target audience
	4.2 Maintain focus on target audience engagement, conversations and personalised response
	4.3 Review and apply third party tools to automate the engagement process when possible
	4.4 Establish and apply performance indicators for posts, responses and updates
	4.5 Maximise cross-platform, device, site and application engagement for effort using suitable tools and techniques
5. Monitor and evaluate social media engagement	5.1 Regularly review performance with a social analytics service
	5.2 Monitor and identify gaps in performance against requirements and adjust as necessary
	5.3 Evaluate and report on social media engagement effectiveness

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description

Reading	1.1-1.4, 2.1, 2.2, 2.4, 4.2, 4.3, 5.1, 5.2	• Identifies and analyses complex texts to determine legislative, regulatory, organisational and client requirements • Reviews a range of texts and reported information to understand the audience of the social media engagement • Analyses reported information to gauge outcomes against job requirements
Writing	1.2, 1.4, 2.1, 2.3, 3.5, 4.1, 4.2, 5.3	• Integrates information from a number of sources to develop materials suitable for purpose and audience
Oral Communication	2.3, 5.3	• Presents information and seeks input using structure and language appropriate to audience; using questioning and listening to confirm understanding
Numeracy	2.4, 3.3, 4.4, 5.1, 5.2	• Analyses data from a range of sources to effectively understand audience, and define program success
Navigate the world of work	1.1, 1.4, 3.1, 5.2	• Adheres to legal and regulatory responsibilities, and job requirements relevant to each social media engagement
Interact with others	2.3, 4.2, 5.1, 5.3	• Selects and uses appropriate conventions and protocols when communicating with internal stakeholders and external suppliers or users to seek or share information
Get the work done	1.3, 1.4, 2.1, 2.3, 2.4, 3.1-3.5, 4.1-4.5, 5.1-5.3	• Plans and organises workload and processes to ensure compliance with organisational policies and procedures, and legislative requirements • Responds rapidly and shows flexibility by taking advantage of the organic nature of social media where it is advantageous for organisation and client • Draws insights from reported information, enabling increased understanding within the organisation and opportunities for improvement

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG527 Plan social media engagement	Not applicable	New unit	No equivalent unit

Links

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

     PwC's Skills for Australia