



Australian Government

Assessment Requirements for BSBMKG546 Develop social media engagement plans

Release: 2

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.
Release 2	This version first released with BSB Business Services Training Package Version 7.1. Release created to amend typographical error within the knowledge evidence.

Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- develop, review and update a social media engagement plan for an organisation or work area.

In the course of the above, the candidate must:

- specify a target audience for social media engagement according to client or organisational requirements
- set measurable metrics for determining success
- research online behaviours and characteristics of target audience and identify typical responses and journeys
- review and select social media platforms and applications to meet requirements
- develop and schedule release of relevant content that aligns to strategy
- develop a plan for social media interactions including requirements for consistent messaging and automate engagement process where possible
- monitor and react positively to changes in the social media space.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- features of existing legislation and policy relevant to social media
- features of existing social media platforms and their relevance to key industry functions

- benefits of consistent messaging in social media, including branding and the development of trust
- methods of engaging target audience on social media including:
 - offering personalised responses to target audience questions
 - comments
 - reactions
- typical response characteristics of users to common social media interventions
- features of existing tools and techniques used to engage users on social media
- performance measures commonly used to evaluate social media engagement
- relevant organisational strategies, policies, and procedures.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- legislation and regulations for business social media engagement
- workplace documentation and resources relevant to performance evidence.

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 Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>