



Australian Government

**Assessment Requirements for BSBTEC405
Review and maintain organisation's digital
presence**

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

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:

- on at least two occasions, review, update and carry out maintenance on an organisation's digital presence, including:
 - website
 - social media platforms.

In the course of the above, the candidate must:

- analyse data and make recommendations about changes to digital presence
- update digital presence according to organisational requirements
- analyse data, identify and resolve faults, errors and complaints about digital presence.

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:

- key features of relevant digital platforms, including:
 - social media
 - websites
 - digital directories
- key provisions of relevant legislation, regulations, and standards and codes of practice that may affect aspects of organisation's digital presence
- basic principles of design and maintenance of relevant platforms
- key aspects of online security issues
- organisational policies and procedures relevant to digital presence
- key methods of data analysis relevant to online stakeholder engagement.

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:

- workplace equipment and resources
- documentation relating to analysis and strategies/policies for implementation
- organisational policies and procedures.

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>