



**Australian Government**

# **BSBTEC405 Review and maintain organisation's digital presence**

**Release: 1**

# BSBTEC405 Review and maintain organisation's digital presence

## Modification History

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

## Application

This unit describes the skills and knowledge required to undertake data analysis, review digital presence content, and update and maintain digital presence.

The unit applies to those who have knowledge of relationship between digital presence and core functions of an organisation. They also have working knowledge and skills to perform basic updates to website and other digital and social media. They may provide administrative support within an organisation or be other individuals who have been delegated this responsibility.

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

## Unit Sector

Digital Competence - Technology Use

## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Review digital presence content and use	1.1 Monitor and analyse customer and user feedback according to organisational requirements 1.2 Analyse automatically collected data and identify trends 1.3 Make recommendations on changes to digital presence and its content in response to feedback, data analysis and relevant regulatory requirements 1.4 Review cost implications of the recommended changes and determine viability 1.5 Approve changes scheduled for implementation
2. Update digital	2.1 Identify sources of information on the organisation, including

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
presence	<p>website and social media platforms</p> <p>2.2 Replace superseded and inaccurate information with current information and add additional material according to organisational requirements</p> <p>2.3 Follow protocols for ensuring the accuracy and authenticity of information</p> <p>2.4 Remove services no longer available or required and add new services according to organisational requirements</p> <p>2.5 Check offline information against online information and rectify any discrepancies according to organisational timelines</p> <p>2.6 Follow security procedures for updating digital presence</p>
3. Carry out non-technical maintenance	<p>3.1 Analyse user feedback to confirm faults are not user issues</p> <p>3.2 Rectify faults and make improvements to digital presence in response to user feedback approved by the organisation</p> <p>3.3 Add new digital features and remove redundant features according to organisational requirements</p> <p>3.4 Change digital presence according to changes in marketing strategy, organisational requirements, policies and procedures</p>

## Foundation Skills

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

<b>SKILL</b>	<b>DESCRIPTION</b>
Reading	<ul style="list-style-type: none"> <li>Recognises text within job specifications and work processes related to the outcomes of the job</li> </ul>
Writing	<ul style="list-style-type: none"> <li>Records key information related to the outcomes of the job</li> </ul>
Numeracy	<ul style="list-style-type: none"> <li>Uses basic numeracy skills to determine cost implications and viability</li> </ul>
Self-management	<ul style="list-style-type: none"> <li>Accepts responsibility and ownership for the task and makes decisions on completion parameters and the need to coordinate with others</li> <li>Takes personal responsibility for following security procedures and meeting organisational requirements</li> </ul>
Planning and organising	<ul style="list-style-type: none"> <li>Takes responsibility for planning, sequencing tasks for efficient and effective organisational outcomes</li> </ul>
Problem solving	<ul style="list-style-type: none"> <li>Uses problem solving processes to identify and analyse technical issues</li> </ul>

SKILL	DESCRIPTION
	<ul style="list-style-type: none"><li>• Contributes to continuous improvement of digital presence by applying basic principles of analytical thinking</li></ul>
Technology	<ul style="list-style-type: none"><li>• Understands the purposes, specific functions and key features of common digital systems and tools and operates them effectively to complete tasks in accordance with security requirements</li></ul>

## Unit Mapping Information

No equivalent unit. Supersedes but is not equivalent to BSBEBU401 Review and maintain a website.

## Links

Companion Volume Implementation Guide is found on VETNet -

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