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SIRSS00021 Develop an online presence for customer engagement

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Modification History

Not applicable.

Description

A set of skills to develop, implement and evaluate an organisation's online presence and to use platforms professionally and ethically.

This Skill Set is designed for use across industries.

Pathways Information

Achievement of these units provides credit towards any Training Package qualification containing any of the Skill Set units of competency.

Licensing/Regulatory Information

No occupational licensing, certification or specific legislative requirements apply to this Skill Set at the time of publication.

Skill Set Requirements

Unit Code	Unit Title
SIRXOSM002	Maintain ethical and professional standards when using social media and online platforms
SIRXOSM003	Use social media and online tools
SIRXOSM004	Analyse performance of social media and online business tools
SIRXOSM005	Develop a basic website for customer engagement
SIRXOSM007	Manage risk to organisational reputation in an online setting

Target Group

Self-employed individuals, and owners and senior employees of any type of small to medium organisation that utilises social media and online tools for customer engagement including commercial, not-for-profit and government organisations.

Suggested words for Statement of Attainment

These units of competency provide a set of skills to develop, implement and evaluate an organisation's online presence and to use platforms professionally and ethically.