



**Australian Government**

# **Assessment Requirements for SIRXMKT002 Use social media to engage customers**

**Release: 1**

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## **Modification History**

Not applicable.

## **Performance Evidence**

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- research four social media platforms and select two platforms for use, appropriate to business needs and target customer
- use the above two social media platforms to engage the customer by:
  - curating and posting written and visual content appropriate to the target customer
  - promote one organisational marketing activity
  - respond to two of the following types of customer social media posts:
    - customer reviews
    - user generated content
    - questions
    - complaints
    - troll
- review effectiveness of social media platform across a one month period by:
  - reporting on social media activity
  - making at least one recommendation for continuous improvement of social media use.

## **Knowledge Evidence**

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- organisational policies and procedures for social media use
- rules and regulations and terms of use of specific social media platforms:
  - privacy
  - spamming
  - copyright
  - creative commons
- social media trends:
  - trending platforms
  - consumer behaviour
  - trending content
- various social media platforms:

- demographic of primary users
- key features and uses
- integration into business activity
- useability
- privacy and security features
- costs
- legal and ethical practices for use of social media:
  - responsible use of platforms
  - responsible marketing practices
  - fair competition guidelines
  - duty of care
  - bullying and harassment policy
- types of social media users and their impacts:
  - troll
  - angry customer
  - misguided customer
  - unhappy customer
  - complimentary customers
  - brand advocates
- techniques for:
  - marketing the business using social media platforms:
    - promoting products
    - promoting special events
    - creating brand awareness
  - responding to customer posts on social media:
    - customer reviews
    - user generated content
    - questions
    - complaints
    - troll
- social media tools, and their use, for:
  - monitoring
  - scheduling social media content
  - capturing engagement and reach data
- commercial impact of social media platform both favourable and unfavourable:
  - importance of consumer reviews and user generated content
  - value of building a community of advocates on a social media platform
  - types of crisis issues or conflicts that can arise on social media locally, nationally and internationally
- sources and types of social media content:

- product information
- images and photos
- links to other websites
- videos
- text and graphics
- current trends
- Internet.

## **Assessment Conditions**

Skills must be demonstrated in:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- relevant documentation:
  - organisational policies and procedures for social media use
  - legal and ethical use of social media
- social media content calendar that details:
  - key events and promotions
  - milestones and relevant dates
  - content for release
- files for use across social media platforms:
  - image files
  - text files
  - PDF files
  - audio files
  - video files
  - link associated files
- computer or mobile device with Internet access
- social media monitoring tools
- social media platforms
- customer postings on social media platforms
- assessment activities that allow the individual to work with commercial speed, timing and productivity.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>