



Australian Government

SIRXMKT002 Use social media to engage customers

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to manage the use of social media platforms to interact with customers and promote products and services.

It applies to individuals working in customer service management roles in a diverse range of industry sectors and business contexts that have a social media presence. They operate independently with some responsibility for decision making, and within established organisational policies and procedures.

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

Pre-requisite Unit

Nil

Competency Field

Marketing

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Prepare to use social media.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

1.1.Review organisational social media requirements and policies and procedures.

1.2.Research various social media platforms, and identify and compare their audience, functionality and reach.

1.3.Research emerging trends in social media platform use.

1.4.Select social media platforms that meet brand needs and reach target customer.

1.5.Source information and content from internal and external sources for use on social media platforms

- 1.6. Develop content in line with target audience, brand cultures and social media requirements as required.
- 1.7. Source or create a social media calendar.
2. Use social media to enhance customer engagement.
 - 2.1. Create opportunities to attract and promote user-generated content.
 - 2.2. Respond to customers in a timely manner, directing them to relevant information as required.
 - 2.3. Identify potential brand damage, and take action to prevent escalation.
 - 2.4. Promptly respond to customer complaints and issues according to social media policies and procedures.
 - 2.5. Adhere to legal and ethical practices for social media use.
3. Promote products and services.
 - 3.1. Identify social media marketing opportunities and curate and post content to promote products and services.
 - 3.2. Use social media to promote special offers, events and promotions as required.
 - 3.3. Post content according to social media policies and procedures.
4. Review social media use.
 - 4.1. Track social media activity using monitoring tools.
 - 4.2. Identify opportunities to improve customer experience, and recommend to relevant personnel.
 - 4.3. Update the look and feel of the social media account to maximise effectiveness.
 - 4.4. Report on social media engagement and reach to relevant personnel.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Reading skills to:	<ul style="list-style-type: none"> interpret technical terminology relevant to the use of social media platforms.
Writing skills to:	<ul style="list-style-type: none"> use correct spelling and grammar in social media posts.
Technology skills to:	<ul style="list-style-type: none"> upload images, text files, PDF files, audio files, video files and link associated files import and export software functions conduct online research for appropriate content

- compare social media platform functionality.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

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