



Australian Government

Assessment Requirements for SIRXMKT006 Develop a social media strategy

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 and compare at least three different social media platforms for organisational use and select platforms that best meet organisational social media requirements
- for each platform identify:
 - key features
 - benefits
 - limitations
 - functionality
 - target audience and key users
 - terms of use
- develop organisational policies and procedures for social media use detailing:
 - appropriate use of social media
 - appropriate content use and posting
 - complaints handling and crisis management
 - meeting legal and ethical responsibilities
 - privacy and security
- develop a social media strategy for execution over a three-month period that details:
 - calendar of activities
 - resourcing requirements
 - content strategy
 - engagement strategy
 - activity and engagement tracking
 - key performance indicators and evaluation criteria
- monitor and review social media data to review social media performance over a one month-period and make recommendations for future improvements.

Knowledge Evidence

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

- key legal and ethical considerations as relevant to social media use:
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- Australian Consumer Law
 - copyright
 - privacy
 - codes of practice
 - data and personal security
 - trends in social media use and role in:
 - consumer engagement and feedback
 - generating sales
 - promotions and marketing
 - branding
 - social media platforms:
 - key features
 - benefits
 - limitations
 - functionality
 - target audience and key users
 - terms of use
 - key contents of organisational social media policies and procedures:
 - appropriate use of social media
 - appropriate content use and posting
 - complaints handling and crisis management
 - meeting legal and ethical responsibilities
 - privacy and security
 - techniques for achieving the following through social media use:
 - customer engagement
 - brand awareness
 - brand advocacy
 - increased sales
 - improved reach
 - role and benefits of user-generated content
 - role and key inclusions of a social media strategy:
 - calendar of activities
 - resourcing requirements
 - content strategy
 - engagement strategy
 - activity and engagement tracking
 - key performance indicators and evaluation criteria
 - action plan
 - tools and methods for tracking social media activity
 - types of social media issues and crisis:
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- potential impact
 - management strategies.

Assessment Conditions

Skills must be demonstrated in a service industries environment. This can be:

- an industry workplace
- a simulated industry workplace.

Assessment must ensure use of:

- information technology hardware and software
- online information systems
- social media platforms
- social media usage and activity reports.

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

Links

Companion Volume Implementation Guides -

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