



Australian Government

SIRXOSM001 Identify and review social media and online platforms for organisational use

Release: 1

SIRXOSM001 Identify and review social media and online platforms for organisational use

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to source information on a range of social media and online platform categories and brands and their key audiences, and to identify how different platform functions are used by organisations and their customers.

This key skill underpins effective performance when selecting and utilising social media and online platforms for diverse purposes. It applies to individuals working at all levels from operational personnel through to managers. They would have already acquired information and computer technology skills sufficient to use the Internet and create basic documents.

This unit applies to self-employed individuals, and owners and employees of any type of micro, small, medium or large organisation that utilises social media and online tools for customer engagement including commercial, not-for-profit and government organisations.

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

Pre-requisite Unit

Nil

Competency Field

Online and Social Media

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

1. Source information on social media and online platforms.

PERFORMANCE CRITERIA

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

- 1.1. Identify different categories of social media and online platforms and their use.
- 1.2. Identify specific social media and online brands within

- the categories.
- 1.3. Gather information on the popularity and reach of categories and brands.
 - 1.4. Determine characteristics of key audiences of categories and brands.
2. Identify functions provided by social media and online platforms.
- 2.1. Obtain information on platform functions used by organisations to engage with customers and to collect information.
 - 2.2. Itemise the benefits of different platform functions to organisational use and associated costs.
 - 2.3. Determine which functions may not be utilised by or be beneficial to organisations.
 - 2.4. Review a range of social media sites and evaluate how organisations and users are utilising functions.
3. Identify industry specific requirements and preferences.
- 3.1. Identify key customer groups for whom industry products and or services are provided and their characteristics and needs.
 - 3.2. Evaluate popularity of social media and online sites for industry's main customer groups.
 - 3.3. Assess the need for particular platform functions to service customer and organisational requirements.
 - 3.4. Identify functions which present a risk to customers.
4. Identify suitable social media and online platforms.
- 4.1. Identify factors that contribute to choice of social media and online platforms to meet particular organisational needs.
 - 4.2. Identify and rank a range of suitable platforms to meet different and complementary business needs.
 - 4.3. Update knowledge regularly to identify new platforms and changes to known ones.

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:	interpret unfamiliar information of varying complexity.
Writing skills to:	produce notes, and summarise and record information in basic documents.

- Numeracy skills to:
- interpret basic statistics on the popularity and reach of social media and online platform categories and brands.
- Learning skills to:
- proactively seek information to update knowledge of current and emerging social media and online platforms and function changes.
- Technology skills to:
- use computers or mobile devices and the Internet to search for and download information
 - use software applications to create, update and store basic documents.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume Implementation Guide -

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