



Australian Government

SIRXOSM003 Use social media and online tools

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to implement the use of social media and online platforms for organisational purposes. It requires the ability to identify the objectives for online communications, create and post relevant content to promote engagement with the organisation, and to engage professionally with customers.

It applies to individuals who work at an operational level. They use discretion and judgement to take responsibility for work outcomes but actions are guided by plans, policies and procedures, supervisors and managers. Although an operational function, it can apply to small business owner operators who are responsible for a range of functions.

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

SIRXOSM002 Maintain ethical and professional standards when using social media and online platforms

Competency Field

Online and Social Media

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

PERFORMANCE CRITERIA

Elements describe the essential outcomes

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

1. Determine organisational and communication requirements.

- 1.1. Access and interpret predetermined strategies and plans to guide activities.
- 1.2. Identify target audience and organisational objectives

- for social media or online communication.
- 1.3. Select social media and online platforms suited to communication objectives and target audience.
- 1.4. Access or create schedule of types and frequency of social media and online communications.
- 2. Prepare content.
 - 2.1. Source and select organisational and external information to create content relevant to purpose.
 - 2.2. Use language, style and tone suited to organisational image and target audience.
 - 2.3. Check content for accuracy, currency and relevance for purpose.
 - 2.4. Develop and format content in line with organisational guidelines.
 - 2.5. Obtain required approvals before publication.
- 3. Utilise platform functions.
 - 3.1. Utilise functions and templates provided by social media and online platforms to create posts.
 - 3.2. Upload file types suited to communication requirements.
 - 3.3. Create active links to organisational and external sites.
- 4. Promote engagement with organisation.
 - 4.1. Curate and post content regularly or according to planned organisational schedule.
 - 4.2. Create opportunities to attract user generated content.
 - 4.3. Use posts during targeted campaigns.
- 5. Monitor sites and engage professionally with customers.
 - 5.1. Monitor customer activity according to organisational schedule.
 - 5.2. Communicate with customers in a timely, professional and positive manner to enhance organisational reputation.
 - 5.3. Respond to negative comments and complaints sensitively, courteously and respectfully according to organisational policies and procedures.
 - 5.4. Refer customer negative feedback to relevant personnel according to organisational policies and procedures.

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 detailed familiar organisational guidelines, policies and procedures • interpret and use relevant content from organisation documents of varying complexity.
Writing skills to:	• create accurate and engaging content using language suitable for purpose and audience
Initiative and enterprise skills to:	• identify opportunities to engage customers and promote exposure of the organisation through online activities.
Planning and organising skills to:	• use plans and schedules to guide work activities and meet deadlines.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume Implementation Guide -

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