



**Australian Government**

# **SIRXOSM004 Analyse performance of social media and online business tools**

**Release: 1**

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## Modification History

Not applicable.

## Application

This unit describes the performance outcomes, skills and knowledge required to use analytics tools to collect and analyse data on the performance of an organisation's social media and online presence. It requires the ability to evaluate and present reports on the effectiveness of tools in engaging customers.

It applies to individuals who work independently or with limited guidance from others, including senior operational personnel, business unit managers and small business owner operators.

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

### PERFORMANCE CRITERIA

*Elements describe the essential outcomes*

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

1. Identify analytics tools and functions.

1.1. Obtain information on inbuilt analytics tools provided by social media and online platforms.

1.2. Search and identify external providers of analytics tools.

1.3. Identify types of available data and functions to assist with

- analysis.
- 1.4. Determine how specific data can be used to measure and improve customer engagement.
2. Collect and analyse data.
- 2.1. Determine data analysis needs, select analytics tools and collect and store relevant data according to organisational privacy procedures.
- 2.2. Filter, assess quality of data and clean data to ensure relevance to analysis.
- 2.3. Identify trends in quantitative performance through statistical analysis.
- 2.4. Evaluate qualitative information to identify patterns.
- 2.5. Monitor performance of social media and online presence regularly to ensure ongoing effectiveness.
3. Evaluate performance.
- 3.1. Assess quantitative and qualitative information against organisational objectives for use of social media and online platforms.
- 3.2. Determine success of online presence in engaging customers for general and targeted purposes.
- 3.3. Create and present reports on data analysis and evaluation, and include recommendations for future improvements.
- 3.4. Generate reports that protect sensitive information provided by customers.

## 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"><li>interpret jargon specific to different types of social media and online analytics tools</li><li>interpret the intent and extract relevant content of customer opinions.</li></ul>                                                                                |
| Writing skills to:  | <ul style="list-style-type: none"><li>produce cohesive data analysis and evaluation reports using language suitable for purpose and audience</li><li>present factual information without ambiguity</li><li>summarise and paraphrase a variety of customer opinions without altering meaning.</li></ul> |
| Numeracy skills to: | <ul style="list-style-type: none"><li>interpret numerical data of different complexity and complete routine calculations involving addition, subtraction, multiplication, division and percentages</li></ul>                                                                                           |

- |                                      |                                                                                                                                                                                                                                                                                        |
|--------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Problem-solving skills to:           | <ul style="list-style-type: none"><li>• extract, evaluate and interpret numerical data from tables, charts and graphs</li><li>• interpret fundamental statistical information to draw conclusions.</li><li>• identify and clean inaccurate, duplicative and irrelevant data.</li></ul> |
| Initiative and enterprise skills to: | <ul style="list-style-type: none"><li>• critically evaluate successes and failures of social media and online performance to suggest improvements.</li></ul>                                                                                                                           |
| Self-management skills to:           | <ul style="list-style-type: none"><li>• take responsibility for performance analysis from data collection through to evaluation and report presentation.</li></ul>                                                                                                                     |

## Unit Mapping Information

No equivalent unit.

## Links

Companion Volume Implementation Guide -

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