



Australian Government

SIRXOSM007 Manage risk to organisational reputation in an online setting

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to develop and implement processes for managing risks to an organisation's reputation associated with social media and online engagement, including the impacts of online negative commentary, complaints and criticism.

It requires the ability to develop a social media crisis management plan and other processes to monitor and respond to issues and incidents.

It applies to individuals who work at a senior level who operate independently, can have responsibility for others and are responsible for making a range of operational and strategic decisions.

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. Identify risks to organisational reputation and plan control

PERFORMANCE CRITERIA

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

- 1.1. Identify risks to organisational reputation associated with social media and online presence, including any

measures.	security risks.
2. Establish processes for monitoring customer commentary, feedback and criticism.	1.2. Develop social media and online crisis management plan to deal with damaging issues and incidents. 2.1. Determine a schedule for monitoring organisation's social media and online sites and external review pages. 2.2. Allocate responsibility to personnel or external providers for consistently and regularly monitoring sites. 2.3. Register organisation for alerts provided by social media and review platforms. 2.4. Establish a schedule for analysing online performance using analytics tools.
3. Develop policies and procedures for response.	3.1. Establish standards for use of appropriate language and tone for responding to both positive and negative comments. 3.2. Develop standard responses that can be used for common circumstances. 3.3. Designate response times in policies and procedures.
4. Manage organisational reputation.	4.1. Take responsibility for resolution of complex and difficult customer interactions. 4.2. Utilise functions provided by social media and review platforms to manage persistent and damaging interactions. 4.3. Assess performance reports regularly to identify systematic communication issues and implement improvements. 4.4. Assess escalating issues and implement crisis management processes to minimise impacts.

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 the intent and extract relevant content of customer opinions expressed with differing levels of clarity.
Writing skills to:	produce comprehensive plans, policies and procedures using clear and detailed language that can be easily understood by personnel operating at different levels of

- seniority
- produce customer responses of varying complexity, using language suitable for purpose and audience.
- Numeracy skills to:
- interpret fundamental statistical information from performance reports to draw conclusions.
- Self-management skills to:
- critically analyse issues and incidents to determine appropriate individual and systematic responses.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume Implementation Guide -

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