



**Australian Government**

# **SITSS00062 Online Engagement for Small Business**

**Release 1**

## **SITSS00062 Online Engagement for Small Business**

### **Modification History**

Not applicable.

### **Description**

A set of skills relating to social media management and website development and maintenance that equip individuals for work in a small business in the tourism, travel and hospitality industry.

### **Pathways Information**

Achievement of these units provides credit towards qualifications in tourism, travel, hospitality, events, holiday parks and resorts in the SIT Tourism, Travel and Hospitality Training Package.

### **Licensing/Regulatory Information**

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

### **Skill Set Requirements**

<b>Unit code</b>	<b>Unit title</b>
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SITXEBS001	Use social media in a business
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SITXEBS002	Develop implement and monitor the use of social media in a business
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SITXEBS003	Build and launch a small business website
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### **Target Group**

This skill set is for those tourism, travel and hospitality industry personnel responsible for managing the online presence of a small business.

## **Suggested words for Statement of Attainment**

These units of competency from the SIT Tourism, Travel and Hospitality Training Package provide a set of skills in social media management and website development and maintenance to work in the tourism, travel and hospitality industry.