Assessment Requirements for SITXEB5001
Use social media in a business

Release: 1
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Modification History
Not applicable.

Performance Evidence
Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- identify at least six content items suitable for use on a social media platform, demonstrating use of both internal content development and external content sourcing
- use social media tools on at least five occasions to engage with different customers by:
  - asking questions to determine customer needs
  - responding to questions and complaints within timelines and according to organisational policy and procedures
  - referring customers to relevant information as needed
  - responding to customer reviews and other user-generated content
  - communicating effectively in writing to a variety of audiences
- respond to customers from each of the following different social media customer responder categories, through at least two different social media platforms:
  - troll
  - rager
  - misguided customer
  - unhappy customer
- market and promote a business using social media tools over a period of one month by:
  - managing a business account on at least one social media platform
  - following monthly content calendar to pre-plan a variety of content
  - curating content appropriate to business needs
  - monitoring and reporting on organisational measurement metrics according to social media plan.

Knowledge Evidence
Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- key elements of an organisational social media plan
- organisational policy and procedures for social media use
- types of social media platform, tools and their operation
- rules and regulations and terms of use of specific social media platforms:
• privacy legislation and confidentiality requirements
• spamming
• copyright and intellectual property considerations
• creative commons
• legal and ethical practices for use of social media:
  • responsible use of platforms and tools
  • responsible marketing practices
  • fair competition guidelines
  • duty of care
  • bullying and harassment policies
• categories of social media responders specified in the performance evidence and how to effectively engage with them
• types of crisis issues or conflicts that can arise on social media locally, nationally and internationally
• crisis management processes and chain of command
• current tools that facilitate social listening/monitoring
• current tools for social media scheduling
• value of building a community of advocates on a social media platform
• importance of consumer reviews and user-generated content
• what makes good content for a social media community
• sources of information for social media content:
  • compliments
  • complaints
  • images and photos
  • links to other websites
  • current trends
  • internet
• how to and where to source photo content from the internet
• importance of tone in online communication:
  • conversation
  • broadcasting
• customer behaviour in relation to social media use
• characteristics of a well written blog.

**Assessment Conditions**

Skills must be demonstrated in a business where use of social media is required. This can be:

• an industry workplace
• a simulated industry workplace set up for the purpose of skills assessment.

Assessment must ensure use of:
• content calendar that lists:
  • key events
  • milestones and relevant dates
  • content for release
• files for use in social media:
  • images
  • text files
  • PDFs
  • audio files
  • video files
  • link associated files
• organisational social media plan
• computer or mobile device with internet access
• social media monitoring tools
• social media platforms and tools
• social media platform and tool policies and terms of use
• customers or stakeholders on social media with whom the individual can interact; these can be:
  • customers or stakeholders in an industry workplace; or
  • individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

Assessors must satisfy the Standards for Registered Training Organisations’ requirements for assessors.

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899df092694