



**Australian Government**

# **Assessment Requirements for SITXEBS001**

## **Use social media in a business**

**Release: 1**

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# Assessment Requirements for SITXEBS001 Use social media in a business

## 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.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>