



Australian Government

Assessment Requirements for BSBMKG537 Develop a social media engagement plan

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 3.0.

Performance Evidence

Evidence of the ability to:

- specify a target audience for social media engagement to meet client or organisational requirements, including by setting measurable metrics for determining success
- research online behaviours and characteristics of target audience and identify typical responses and journeys
- review and select social media platforms and applications to meet requirements
- develop and schedule release of relevant content that aligns to strategy
- ensure social media interactions maintain consistent message to brand and develop trust, automating engagement process where possible
- monitor and react positively to changes in the social media space.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

The candidate must be able to demonstrate the following knowledge to effectively complete the tasks outlined in the elements and performance criteria of this unit, and to manage tasks and reasonably foreseeable contingencies in the context of the work role.

- Key features of existing legislation and policy relevant to social media
- Key features of existing social media platforms and their relevance to key industry functions
- Key features of typical response characteristics of users to common social media interventions
- Key features of existing major tools and techniques used to engage users on social media
- Key features of performance measures commonly used to evaluate social media engagement
- Key features of relevant organisational strategies, policies, and procedures.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the Business Development – Marketing field of work and include access to:

- relevant legislation and regulations
- communications equipment and technology
- relevant workplace documentation and resources – including organisational policies and procedures
- case studies or, where possible, real situations
- industry digital platforms and applications (where applicable).

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume implementation guides are found in VETNet -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>