



Australian Government

BSBMKG537 Develop a social media engagement plan

Release: 1

BSBMKG537 Develop a social media engagement plan

Modification History

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

Application

This unit describes the skills and knowledge required to effectively plan engagement with a preferred target audience on social media.

It applies to individuals working in a variety of marketing and communications occupational roles who have responsibility for developing social media plans and facilitating social engagement on behalf of a business or organisation.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Business Development – Marketing

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Identify preferred target audience	1.1 Identify and review relevant client or organisational requirements for product, brand or organisational engagement in social media 1.2 Identify and specify the characteristics of the target audience 1.3 Research and document online habits of the target audience and deliver to appropriate personnel in accordance with organisational policies and procedures
2. Document expected behaviours of target audience	2.1 Model the typical journey of the target audience across devices, platforms, sites and applications 2.2 Identify common responses to triggers and interventions on social media platforms and applications

ELEMENT	PERFORMANCE CRITERIA
	2.3 Conduct market research with users on preferred and avoided behaviours on social media 2.4 Evaluate market research to identify the attention span and retention characteristics of alternative content types and engagement patterns 2.5 Document research results and deliver to appropriate personnel
3. Devise social media engagement strategy	3.1 Select preferred social media platforms and applications to meet organisational/client and audience requirements 3.2 Select content and engagement interventions relevant to the target audience, in line with organisational strategies 3.3 Set measurable metrics for successful performance on social media, in line with organisational strategies 3.4 Optimise the use of positive viral and other self-generating expansion techniques 3.5 Identify any risks in the plan to integrity of brand and message, and trust of target audience
4. Facilitate content delivery	4.1 Develop relevant content and schedule release to maximise attention of the target audience 4.2 Engage with target audience on chosen social media platforms by offering personalised responses to target audience questions, comments and reactions 4.3 Review and apply third party tools to automate the engagement process when possible 4.4 Apply measurable metrics for posts, responses and updates 4.5 Maximise cross-platform, device, site and application engagement for effort using suitable tools and techniques
5. Monitor and evaluate social media engagement	5.1 Develop a plan for regular review of performance using a social analytics service 5.2 Review and identify gaps in performance against requirements and adjust as necessary, in line with organisational plan 5.3 Evaluate and report on social media engagement effectiveness, delivering to relevant personnel

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Reading	- Identifies and analyses complex texts to determine legislative, regulatory, organisational and client requirements - Reviews a range of texts and reported information to understand the audience of the social media engagement
Writing	Integrates information from a number of sources to develop materials suitable for purpose and audience
Oral Communication	- Presents information and seeks input using structure and language appropriate to audience - Uses questioning and listening to confirm understanding
Numeracy	Analyses data from a range of sources to effectively understand audience, and define strategy success
Navigate the world of work	Adheres to legal and regulatory responsibilities, and job requirements relevant to social media engagement
Interact with others	Selects and uses appropriate conventions and protocols when communicating with internal stakeholders and external suppliers or users to seek or share information
Get the work done	- Plans and organises workload and processes to ensure compliance with organisational policies and procedures, and legislative requirements - Responds rapidly and shows flexibility by taking advantage of the organic nature of social media where it is advantageous for organisation and client - Draws insights from reported information, enabling increased understanding within the organisation and opportunities for improvement

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG537 Develop a social media engagement plan	BSBMKG527 Plan social media engagement	Update to title, elements, performance criteria and assessment	Equivalent unit

Code and title current version	Code and title previous version	Comments	Equivalence status
		requirements	

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

Assessment Requirements for BSBMKG537 Develop a social media engagement plan

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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

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