



Australian Government

BSBMKG546 Develop social media engagement plans

Release: 2

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.
Release 2	This version first released with BSB Business Services Training Package Version 7.1. Release created to amend typographical error within the knowledge evidence.

Application

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

The unit 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

Technical Skills – 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. Prepare to develop social media strategy	1.1 Identify client requirements and characteristics of target audience for social media strategy 1.2 Research and document characteristics and online habits of the target audience according to organisational policy 1.3 Identify and analyse common responses to triggers, interventions, and preferred and avoided behaviours on social media platforms and applications

ELEMENT	PERFORMANCE CRITERIA
	1.4 Evaluate market research and identify the attention span and retention characteristics of alternative content types and engagement patterns 1.5 Document research results and deliver to appropriate personnel
2. Devise social media engagement strategy	2.1 Select preferred social media platforms and applications according to organisation, client and audience requirements 2.2 Select content and engagement interventions for target audience according to client requirements 2.3 Establish metrics for social media performance according to organisational strategies 2.4 Identify and develop mitigation solution for risks to brand and message integrity and trust of target audience
3. Facilitate content delivery	3.1 Develop relevant content and schedule release for maximising target audience attention 3.2 Engage with target audience on chosen social media platforms 3.3 Identify and implement relevant tools and automate the engagement process in applicable delivery areas 3.4 Apply identified metrics for posts, responses and updates
4. Monitor and evaluate social media engagement	4.1 Develop plan for ongoing review of performance using a social media analytics service 4.2 Identify gaps in performance against requirements and adjust as necessary according to organisational plan 4.3 Evaluate and report on social media engagement effectiveness for delivery 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 organisational and client requirements - Reviews relevant 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	Presents information and seeks input using structure and language appropriate to audience

Skill	Description
Communication	• Uses questioning and listening to confirm understanding
Numeracy	• Analyses data from a range of sources to effectively understand audience, and define strategy success
Initiative and enterprise	• Draws insights from information, enabling increased understanding within the organisation and opportunities for improvement
Self-management	• Adheres to and job requirements relevant to social media engagement • Responds rapidly and shows flexibility by taking advantage of the organic nature of social media where it is advantageous for organisation and client
Planning and organising	• Plans and organises workload and processes to ensure compliance with organisational policies and procedures

Unit Mapping Information

Supersedes and is equivalent to BSBMKG537 Develop a social media engagement plan.

Supersedes but is not equivalent to:

- BSBMKG534 Design effective digital user experiences
- BSBMKG535 Devise a search engine optimisation strategy.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for BSBMKG546 Develop social media engagement plans

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- develop, review and update a social media engagement plan for an organisation or work area.

In the course of the above, the candidate must:

- specify a target audience for social media engagement according to client or organisational requirements
- set 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
- develop a plan for social media interactions including requirements for consistent messaging and automate engagement process where possible
- monitor and react positively to changes in the social media space.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- features of existing legislation and policy relevant to social media
- features of existing social media platforms and their relevance to key industry functions
- benefits of consistent messaging in social media, including branding and the development of trust

- methods of engaging target audience on social media including:
 - offering personalised responses to target audience questions
 - comments
 - reactions
- typical response characteristics of users to common social media interventions
- features of existing tools and techniques used to engage users on social media
- performance measures commonly used to evaluate social media engagement
- relevant organisational strategies, policies, and procedures.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- legislation and regulations for business social media engagement
- workplace documentation and resources relevant to performance evidence.

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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