



Australian Government

BSBTEC405 Review and maintain organisation's digital presence

Release: 1

BSBTEC405 Review and maintain organisation's digital presence

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Application

This unit describes the skills and knowledge required to undertake data analysis, review digital presence content, and update and maintain digital presence.

The unit applies to those who have knowledge of relationship between digital presence and core functions of an organisation. They also have working knowledge and skills to perform basic updates to website and other digital and social media. They may provide administrative support within an organisation or be other individuals who have been delegated this responsibility.

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

Unit Sector

Digital Competence - Technology Use

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. Review digital presence content and use	1.1 Monitor and analyse customer and user feedback according to organisational requirements 1.2 Analyse automatically collected data and identify trends 1.3 Make recommendations on changes to digital presence and its content in response to feedback, data analysis and relevant regulatory requirements 1.4 Review cost implications of the recommended changes and determine viability 1.5 Approve changes scheduled for implementation
2. Update digital	2.1 Identify sources of information on the organisation, including

ELEMENT	PERFORMANCE CRITERIA
presence	website and social media platforms 2.2 Replace superseded and inaccurate information with current information and add additional material according to organisational requirements 2.3 Follow protocols for ensuring the accuracy and authenticity of information 2.4 Remove services no longer available or required and add new services according to organisational requirements 2.5 Check offline information against online information and rectify any discrepancies according to organisational timelines 2.6 Follow security procedures for updating digital presence
3. Carry out non-technical maintenance	3.1 Analyse user feedback to confirm faults are not user issues 3.2 Rectify faults and make improvements to digital presence in response to user feedback approved by the organisation 3.3 Add new digital features and remove redundant features according to organisational requirements 3.4 Change digital presence according to changes in marketing strategy, organisational requirements, policies and procedures

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

SKILL	DESCRIPTION
Reading	Recognises text within job specifications and work processes related to the outcomes of the job
Writing	Records key information related to the outcomes of the job
Numeracy	Uses basic numeracy skills to determine cost implications and viability
Self-management	- Accepts responsibility and ownership for the task and makes decisions on completion parameters and the need to coordinate with others - Takes personal responsibility for following security procedures and meeting organisational requirements
Planning and organising	Takes responsibility for planning, sequencing tasks for efficient and effective organisational outcomes
Problem solving	Uses problem solving processes to identify and analyse technical issues

SKILL	DESCRIPTION
	• Contributes to continuous improvement of digital presence by applying basic principles of analytical thinking
Technology	• Understands the purposes, specific functions and key features of common digital systems and tools and operates them effectively to complete tasks in accordance with security requirements

Unit Mapping Information

No equivalent unit. Supersedes but is not equivalent to BSBEBU401 Review and maintain a website.

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 BSBTEC405 Review and maintain organisation's digital presence

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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:

- on at least two occasions, review, update and carry out maintenance on an organisation's digital presence, including:
 - website
 - social media platforms.

In the course of the above, the candidate must:

- analyse data and make recommendations about changes to digital presence
- update digital presence according to organisational requirements
- analyse data, identify and resolve faults, errors and complaints about digital presence.

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:

- key features of relevant digital platforms, including:
 - social media
 - websites
 - digital directories
- key provisions of relevant legislation, regulations, and standards and codes of practice that may affect aspects of organisation's digital presence
- basic principles of design and maintenance of relevant platforms
- key aspects of online security issues
- organisational policies and procedures relevant to digital presence
- key methods of data analysis relevant to online stakeholder engagement.

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:

- workplace equipment and resources
- documentation relating to analysis and strategies/policies for implementation
- organisational policies and procedures.

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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