



Australian Government

SIRSS00018 Understand the use of social media for business purposes

Release 1

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Modification History

Not applicable.

Description

A set of skills to identify the use of social media and other online platforms for business purposes, and to identify the ethical and professional standards required to use these platforms in an organisation or business.

This Skill Set is designed for use across industries.

Pathways Information

Achievement of these units provides credit towards any Training Package qualification containing any of the Skill Set units of competency.

Licensing/Regulatory Information

No occupational licensing, certification or specific legislative requirements apply to this Skill Set at the time of publication.

Skill Set Requirements

Unit code	Unit title
SIRXOSM001	Identify and review social media and online platforms for organisational use
SIRXOSM002	Maintain ethical and professional standards when using social media and online platforms

Target Group

Self-employed individuals, and owners and employees of any type of micro, small, medium or large organisation that utilises social media and online tools for customer engagement including commercial, not-for-profit and government organisations.

Suggested words for Statement of Attainment

These units of competency provide a set of skills to identify the uses of social media and other online platforms for business purposes, and to identify the ethical and professional standards required to use these platforms in an organisation or business.