



Australian Government

SIRSS00019 Implement social media and online customer engagement

Release 1

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Modification History

Not applicable.

Description

A set of operational skills to implement the use of social media and other online platforms for business purposes, to maintain ethical and professional standards when using social media for an organisation or business, and to determine the effectiveness of tools in engaging customers.

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

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.

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
SIRXOSM003	Use social media and online tools
SIRXOSM004	Analyse performance of social media and online business tools

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 operational skills to implement the use of social media and other online platforms for business purposes, to maintain ethical and professional standards when using social media for an organisation or business, and to determine the effectiveness of tools in engaging customers.