



**Australian Government**

# **SIRSS00020 Manage and implement social media and online customer engagement**

**Release 1**

## **SIRSS00020 Manage and implement social media and online customer engagement**

### **Modification History**

Not applicable.

### **Description**

A set of combined operational and management skills to develop strategies for and implement the use of social media and other online platforms for business purposes. Skills include those for maintaining ethical and professional standards when using social media for an organisation or business, determining the effectiveness of tools in engaging customers, and managing risks to an organisation's reputation associated with social media and online engagement.

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**

| <b>Unit code</b> | <b>Unit title</b>                                                                        |
|------------------|------------------------------------------------------------------------------------------|
| 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                            |
| SIRXOSM006       | Develop and manage social media and online strategies                                    |
| SIRXOSM007       | Manage risk to organisational reputation in an online setting                            |

## **Target Group**

Self-employed individuals, and owners and senior employees of any type of small to medium 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 develop strategies for and implement the use of social media and other online platforms for business purposes.