



Australian Government

SIRXMKT002 Use social media to engage customers

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to manage the use of social media platforms to interact with customers and promote products and services.

It applies to individuals working in customer service management roles in a diverse range of industry sectors and business contexts that have a social media presence. They operate independently with some responsibility for decision making, and within established organisational policies and procedures.

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

Pre-requisite Unit

Nil

Competency Field

Marketing

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Prepare to use social media.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

1.1. Review organisational social media requirements and policies and procedures.

1.2. Research various social media platforms, and identify and compare their audience, functionality and reach.

1.3. Research emerging trends in social media platform use.

1.4. Select social media platforms that meet brand needs and reach target customer.

1.5. Source information and content from internal and external sources for use on social media platforms

- 1.6. Develop content in line with target audience, brand cultures and social media requirements as required.
- 1.7. Source or create a social media calendar.
2. Use social media to enhance customer engagement.
 - 2.1. Create opportunities to attract and promote user-generated content.
 - 2.2. Respond to customers in a timely manner, directing them to relevant information as required.
 - 2.3. Identify potential brand damage, and take action to prevent escalation.
 - 2.4. Promptly respond to customer complaints and issues according to social media policies and procedures.
 - 2.5. Adhere to legal and ethical practices for social media use.
3. Promote products and services.
 - 3.1. Identify social media marketing opportunities and curate and post content to promote products and services.
 - 3.2. Use social media to promote special offers, events and promotions as required.
 - 3.3. Post content according to social media policies and procedures.
4. Review social media use.
 - 4.1. Track social media activity using monitoring tools.
 - 4.2. Identify opportunities to improve customer experience, and recommend to relevant personnel.
 - 4.3. Update the look and feel of the social media account to maximise effectiveness.
 - 4.4. Report on social media engagement and reach to relevant personnel.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Reading skills to:	interpret technical terminology relevant to the use of social media platforms.
Writing skills to:	use correct spelling and grammar in social media posts.
Technology skills to:	- upload images, text files, PDF files, audio files, video files and link associated files - import and export software functions - conduct online research for appropriate content

- compare social media platform functionality.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>

Assessment Requirements for SIRXMKT002 Use social media to engage customers

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- research four social media platforms and select two platforms for use, appropriate to business needs and target customer
- use the above two social media platforms to engage the customer by:
 - curating and posting written and visual content appropriate to the target customer
 - promote one organisational marketing activity
 - respond to two of the following types of customer social media posts:
 - customer reviews
 - user generated content
 - questions
 - complaints
 - troll
- review effectiveness of social media platform across a one month period by:
 - reporting on social media activity
 - making at least one recommendation for continuous improvement of social media use.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- organisational policies and procedures for social media use
- rules and regulations and terms of use of specific social media platforms:
 - privacy
 - spamming
 - copyright
 - creative commons
- social media trends:
 - trending platforms
 - consumer behaviour
 - trending content
- various social media platforms:

- demographic of primary users
- key features and uses
- integration into business activity
- useability
- privacy and security features
- costs
- legal and ethical practices for use of social media:
 - responsible use of platforms
 - responsible marketing practices
 - fair competition guidelines
 - duty of care
 - bullying and harassment policy
- types of social media users and their impacts:
 - troll
 - angry customer
 - misguided customer
 - unhappy customer
 - complimentary customers
 - brand advocates
- techniques for:
 - marketing the business using social media platforms:
 - promoting products
 - promoting special events
 - creating brand awareness
 - responding to customer posts on social media:
 - customer reviews
 - user generated content
 - questions
 - complaints
 - troll
- social media tools, and their use, for:
 - monitoring
 - scheduling social media content
 - capturing engagement and reach data
- commercial impact of social media platform both favourable and unfavourable:
 - importance of consumer reviews and user generated content
 - value of building a community of advocates on a social media platform
 - types of crisis issues or conflicts that can arise on social media locally, nationally and internationally
- sources and types of social media content:

- product information
- images and photos
- links to other websites
- videos
- text and graphics
- current trends
- Internet.

Assessment Conditions

Skills must be demonstrated in:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- relevant documentation:
 - organisational policies and procedures for social media use
 - legal and ethical use of social media
- social media content calendar that details:
 - key events and promotions
 - milestones and relevant dates
 - content for release
- files for use across social media platforms:
 - image files
 - text files
 - PDF files
 - audio files
 - video files
 - link associated files
- computer or mobile device with Internet access
- social media monitoring tools
- social media platforms
- customer postings on social media platforms
- assessment activities that allow the individual to work with commercial speed, timing and productivity.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

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