



Australian Government

SIRXMKT006 Develop a social media strategy

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to plan and evaluate the use of social media. It requires the ability to determine suitable social media platforms, plan appropriate use and evaluate the effectiveness of social media activity.

This unit applies to individuals working in a diverse range of sectors and business contexts. They operate independently, under limited supervision from others, and are responsible for making a range of operational decisions.

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	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Determine social media requirements.	1.1. Review organisational strategic objectives and determine objectives and priorities for social media use. 1.2. Source and analyse information about the target market, its social media use, behaviours and preferred platforms. 1.3. Identify and analyse emerging trends in social media platform use. 1.4. Review and compare social media platforms and select those that meet organisational and target market needs.

- 1.5. Identify opportunities for social media integration with existing systems and procedures.
 - 1.6. Identify opportunities to maximise business exposure through social media activity.
 - 1.7. Determine opportunities for building brand awareness and an online community through social media use.
2. Develop social media policies and procedures.
 - 2.1. Establish scope of social media policies and procedures based on planned social media activity.
 - 2.2. Establish guidelines for social media engagement and content use.
 - 2.3. Develop issue and crisis management guidelines and appropriate responses.
 - 2.4. Integrate legal and ethical considerations into social media policies and procedures.
 - 2.5. Ensure policies and procedures are customer-focused and align with organisational marketing plan and strategy.
3. Develop social media strategy.
 - 3.1. Determine strategies for social media content development, customer engagement and customer service.
 - 3.2. Develop and document a social media action plan detailing key responsibilities, resourcing requirements and timeframes.
 - 3.3. Prepare a social media calendar documenting planned social media activity in line with marketing strategy and promotional activities.
 - 3.4. Establish key performance indicators and evaluation criteria for measuring success of social media activity.
 - 3.5. Establish methods for tracking and analysing social media engagement, activity and reach.
 - 3.6. Ensure social media strategy aligns with organisational objectives and customer service standards.
4. Monitor social media use.
 - 4.1. Communicate social media strategy, action plan, calendar and policies and procedures with relevant personnel.
 - 4.2. Monitor social media issues and crisis management and take required action to ensure impacts are minimised and occurrence of future issues or crisis are minimised.
 - 4.3. Ensure tracking of social media engagement, activity and reach.
 - 4.4. Monitor posting of social media content and ensure alignment with social media strategy, policies and procedures.

5. Review social media performance.

5.1. Analyse captured data to determine social media engagement, activity and reach.

5.2. Evaluate social media activity against strategy and use performance indicators to evaluate success of social media use.

5.3. Identify opportunities for future improvements in social media use and modify strategy and plans accordingly.

Foundation Skills

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 social media technical and key terminology • interpret complex and potentially unfamiliar information sources related to social media use
Numeracy skills to:	• interpret and analyse social media activity reports.
Technology skills to:	• use technologies and devices that support social media platforms.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume Implementation Guides -

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

Assessment Requirements for SIRXMKT006 Develop a social media strategy

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 and compare at least three different social media platforms for organisational use and select platforms that best meet organisational social media requirements
- for each platform identify:
 - key features
 - benefits
 - limitations
 - functionality
 - target audience and key users
 - terms of use
- develop organisational policies and procedures for social media use detailing:
 - appropriate use of social media
 - appropriate content use and posting
 - complaints handling and crisis management
 - meeting legal and ethical responsibilities
 - privacy and security
- develop a social media strategy for execution over a three-month period that details:
 - calendar of activities
 - resourcing requirements
 - content strategy
 - engagement strategy
 - activity and engagement tracking
 - key performance indicators and evaluation criteria
- monitor and review social media data to review social media performance over a one month-period and make recommendations for future improvements.

Knowledge Evidence

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

- key legal and ethical considerations as relevant to social media use:

- Australian Consumer Law
- copyright
- privacy
- codes of practice
- data and personal security
- trends in social media use and role in:
 - consumer engagement and feedback
 - generating sales
 - promotions and marketing
 - branding
- social media platforms:
 - key features
 - benefits
 - limitations
 - functionality
 - target audience and key users
 - terms of use
- key contents of organisational social media policies and procedures:
 - appropriate use of social media
 - appropriate content use and posting
 - complaints handling and crisis management
 - meeting legal and ethical responsibilities
 - privacy and security
- techniques for achieving the following through social media use:
 - customer engagement
 - brand awareness
 - brand advocacy
 - increased sales
 - improved reach
- role and benefits of user-generated content
- role and key inclusions of a social media strategy:
 - calendar of activities
 - resourcing requirements
 - content strategy
 - engagement strategy
 - activity and engagement tracking
 - key performance indicators and evaluation criteria
 - action plan
- tools and methods for tracking social media activity
- types of social media issues and crisis:

- potential impact
- management strategies.

Assessment Conditions

Skills must be demonstrated in a service industries environment. This can be:

- an industry workplace
- a simulated industry workplace.

Assessment must ensure use of:

- information technology hardware and software
- online information systems
- social media platforms
- social media usage and activity reports.

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

Links

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