



Australian Government

Assessment Requirements for SIRXOSM001 Identify and review social media and online platforms for organisational use

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Modification History

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

- source information on:
 - three different types of social media categories and provide brand examples for each type
 - three different types of online platforms and provide brand examples for each type
- for each of the above types, provide an overview on:
 - the popularity of the different categories and reach of the particular brands
 - the basic demographic composition of key audiences for the different categories and brands
 - the key functions provided by the social media and online platforms and how an organisation would use these functions to benefit the organisation
- for a particular industry or organisation, identify two suitable social media and one online brands and provide reasons for selection that covers:
 - how the industry or organisation's target customer is a match to the demographic composition of key audiences of the social media and online brands
 - the particular functions that suit customer an organisation characteristics and needs including; advantages and limitations of functions
 - types of customer information that may be sensitive and how the functions protect this information
- source information on one emerging social media or online platform, or a recent or proposed change for an existing platform.

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:

- source information on:
 - three different types of social media categories and provide brand examples for each type
 - three different types of online platforms and provide brand examples for each type
- for each of the above types, provide an overview on:
 - the popularity of the different categories and reach of the particular brands
 - the basic demographic composition of key audiences for the different categories and brands
 - the key functions provided by the social media and online platforms and how an organisation would use these functions to benefit the organisation

- for a particular industry or organisation, identify two suitable social media and one online brands and provide reasons for selection that covers:
 - how the industry or organisation's target customer is a match to the demographic composition of key audiences of the social media and online brands
 - the particular functions that suit customer an organisation characteristics and needs including; advantages and limitations of functions
 - types of customer information that may be sensitive and how the functions protect this information
- source information on one emerging social media or online platform, or a recent or proposed change for an existing platform.

Knowledge Evidence

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

- key definitions of social media
- main categories of social media and online platforms, their use, and how they differ
- examples of particular brands within different categories
- popularity of different categories and reach of particular brands
- format and content of basic statistics for the popularity and reach categories and brands
- basic demographic composition of key audiences for different social media and online platform categories and brands:
 - gender
 - age
 - education
 - employment status
 - household / individual income
 - location
- how a range of audiences engage with social media and online sites generally and with organisation- based sites in particular including: typical habits, attitudes, behaviours and expectations
- functions provided by social media and online platforms:
 - uploading and downloading information
 - chat facilities for provision of information
 - reply facilities for customer commentary
 - discussion facilities for specific groups
 - security of private and financial information
 - provision of data
- functions provided by social media and online platforms and how to identify those:
 - used for purely social interactions and largely irrelevant to business purposes
 - useful to general business functions
 - that are provided free and those that attract a cost

- how organisations use social media and online platforms:
 - marketing and advertising
 - creating relationships and brand loyalty
 - information dissemination
 - business and marketing planning
 - collecting data for various purposes including for product development, dissemination of targeted information and advertising content
- specific to the particular industry:
 - overview of a range of products and or services provided
 - key customer groups that utilise those products and or services and their basic demographic characteristics and needs
 - particular brands of social media and online platforms in popular use
 - functions of social media and online platforms that can be of particular use in engaging industry's customers
 - any specific risks that apply to using particular functions, including storage of sensitive information and risk of revealing this information publicly
- factors that are relevant to choice of social media and online platforms for an organisation including:
 - main brand audience and match to organisation's customer groups
 - availability of functions that meet customer groups' needs and organisational requirements
 - costs associated with different functions
- methods that can be used to monitor trends in the use of current platforms and to identify emerging platforms:
 - monitoring usage data and sudden upsurge or downturn in use
 - media reports of problems / issues with brands
 - media and provider reports of emerging platforms
 - competitors' use of social media and online platforms.

Assessment Conditions

This unit has been written to allow for application to any type of industry. Assessment must be customised according to the industry context of learners while ensuring that all skill and knowledge content is assessed, and all performance evidence is collected.

This unit and Assessment Requirements references customers as a generic term throughout. However, because different industries and organisations use different terms to describe their stakeholders, learners should use terms appropriate for their industry during assessment.

Assessment must ensure use of computers or mobile devices and the Internet to source information, and to access social media and online sites.

Assessors must satisfy the assessor requirements nominated in the Standards for Registered Training Organisations, or their successor, and must have workplace experience where they have applied the skills and knowledge covered in this unit of competency.

Links

Companion Volume Implementation Guide -

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