



Australian Government

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

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to source information on a range of social media and online platform categories and brands and their key audiences, and to identify how different platform functions are used by organisations and their customers.

This key skill underpins effective performance when selecting and utilising social media and online platforms for diverse purposes. It applies to individuals working at all levels from operational personnel through to managers. They would have already acquired information and computer technology skills sufficient to use the Internet and create basic documents.

This unit applies to 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.

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

Pre-requisite Unit

Nil

Competency Field

Online and Social Media

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

1. Source information on social media and online platforms.

PERFORMANCE CRITERIA

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

- 1.1. Identify different categories of social media and online platforms and their use.
- 1.2. Identify specific social media and online brands within

- the categories.
- 1.3. Gather information on the popularity and reach of categories and brands.
 - 1.4. Determine characteristics of key audiences of categories and brands.
2. Identify functions provided by social media and online platforms.
- 2.1. Obtain information on platform functions used by organisations to engage with customers and to collect information.
 - 2.2. Itemise the benefits of different platform functions to organisational use and associated costs.
 - 2.3. Determine which functions may not be utilised by or be beneficial to organisations.
 - 2.4. Review a range of social media sites and evaluate how organisations and users are utilising functions.
3. Identify industry specific requirements and preferences.
- 3.1. Identify key customer groups for whom industry products and or services are provided and their characteristics and needs.
 - 3.2. Evaluate popularity of social media and online sites for industry's main customer groups.
 - 3.3. Assess the need for particular platform functions to service customer and organisational requirements.
 - 3.4. Identify functions which present a risk to customers.
4. Identify suitable social media and online platforms.
- 4.1. Identify factors that contribute to choice of social media and online platforms to meet particular organisational needs.
 - 4.2. Identify and rank a range of suitable platforms to meet different and complementary business needs.
 - 4.3. Update knowledge regularly to identify new platforms and changes to known ones.

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 unfamiliar information of varying complexity.
Writing skills to:	produce notes, and summarise and record information in basic documents.

- Numeracy skills to:
- interpret basic statistics on the popularity and reach of social media and online platform categories and brands.
- Learning skills to:
- proactively seek information to update knowledge of current and emerging social media and online platforms and function changes.
- Technology skills to:
- use computers or mobile devices and the Internet to search for and download information
 - use software applications to create, update and store basic documents.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume Implementation Guide -

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

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

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

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