



Australian Government

SIRXOSM003 Use social media and online tools

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to implement the use of social media and online platforms for organisational purposes. It requires the ability to identify the objectives for online communications, create and post relevant content to promote engagement with the organisation, and to engage professionally with customers.

It applies to individuals who work at an operational level. They use discretion and judgement to take responsibility for work outcomes but actions are guided by plans, policies and procedures, supervisors and managers. Although an operational function, it can apply to small business owner operators who are responsible for a range of functions.

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

SIRXOSM002 Maintain ethical and professional standards when using social media and online platforms

Competency Field

Online and Social Media

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 organisational and communication requirements.

- 1.1. Access and interpret predetermined strategies and plans to guide activities.
- 1.2. Identify target audience and organisational objectives

- for social media or online communication.
- 1.3. Select social media and online platforms suited to communication objectives and target audience.
- 1.4. Access or create schedule of types and frequency of social media and online communications.
- 2. Prepare content.
 - 2.1. Source and select organisational and external information to create content relevant to purpose.
 - 2.2. Use language, style and tone suited to organisational image and target audience.
 - 2.3. Check content for accuracy, currency and relevance for purpose.
 - 2.4. Develop and format content in line with organisational guidelines.
 - 2.5. Obtain required approvals before publication.
- 3. Utilise platform functions.
 - 3.1. Utilise functions and templates provided by social media and online platforms to create posts.
 - 3.2. Upload file types suited to communication requirements.
 - 3.3. Create active links to organisational and external sites.
- 4. Promote engagement with organisation.
 - 4.1. Curate and post content regularly or according to planned organisational schedule.
 - 4.2. Create opportunities to attract user generated content.
 - 4.3. Use posts during targeted campaigns.
- 5. Monitor sites and engage professionally with customers.
 - 5.1. Monitor customer activity according to organisational schedule.
 - 5.2. Communicate with customers in a timely, professional and positive manner to enhance organisational reputation.
 - 5.3. Respond to negative comments and complaints sensitively, courteously and respectfully according to organisational policies and procedures.
 - 5.4. Refer customer negative feedback to relevant personnel according to organisational policies and procedures.

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 detailed familiar organisational guidelines, policies and procedures • interpret and use relevant content from organisation documents of varying complexity.
Writing skills to:	• create accurate and engaging content using language suitable for purpose and audience
Initiative and enterprise skills to:	• identify opportunities to engage customers and promote exposure of the organisation through online activities.
Planning and organising skills to:	• use plans and schedules to guide work activities and meet deadlines.

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 SIRXOSM003 Use social media and online tools

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:

- utilise three different types of social media or online platforms for organisational communications
- create and post content for six different communications and collectively use at least three different types of media files
- create and post content for a further two communications for a targeted social media or online campaign and determine links that could be used to external sites
- monitor customer engagement with posts and respond professionally to customer communications covering:
 - two positive comments
 - two negative comments
 - two questions
 - two complaints
- respond to two issues of complaint or negativity that require escalation to relevant personnel.

Knowledge Evidence

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

- organisation's core activities and customer base
- different organisational purposes for use of social media and online platforms:
 - exposure through social media activity
 - building brand awareness, loyalty and an online community
 - marketing and advertising
 - information dissemination
 - promoting special offers and events
- popularity of different categories and reach of particular brands of social media platforms and their key audiences
- organisational guidelines, policies and procedures for:
 - content
 - online customer service including complaints resolution

- privacy
- gaining consent to publish information about others and their images
- monitoring customer activity
- characteristics of well written, appealing content for different social media platforms
- functions of different social media and online platforms and how to use these to:
 - write and format text
 - upload different file types including text, PDF, photographs, videos, audio files
 - create active links
 - monitor customer activity
 - activate and respond to alerts
 - respond to customer commentary
- principles of positive and professional online communications that enhance customer engagement and organisational reputation
- types of positive language and approaches that can be used when dealing with negativity, complaints and conflicts
- types of standard customer responses and when these might be used.

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:

- real workplace situations, or simulated activities, or case study scenarios that test aspects of this unit that involve customer and supervisor communication
- computers or mobile devices and general software programs used to produce and schedule content
- a range of social media and online platforms with access to functions used by organisations; these can be those used by a workplace or those established by a training organisation for the purpose of assessment
- sample organisational guidelines, policies and procedures for:
 - content
 - online customer service including complaints resolution
 - privacy
 - gaining consent to publish information about and images of others
 - monitoring customer activity.

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.

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