



Australian Government

SIRXOSM004 Analyse performance of social media and online business tools

Release: 1

SIRXOSM004 Analyse performance of social media and online business tools

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to use analytics tools to collect and analyse data on the performance of an organisation's social media and online presence. It requires the ability to evaluate and present reports on the effectiveness of tools in engaging customers.

It applies to individuals who work independently or with limited guidance from others, including senior operational personnel, business unit managers and small business owner operators.

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. Identify analytics tools and functions.

PERFORMANCE CRITERIA

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

- 1.1. Obtain information on inbuilt analytics tools provided by social media and online platforms.
- 1.2. Search and identify external providers of analytics tools.
- 1.3. Identify types of available data and functions to assist with

	analysis.
	1.4. Determine how specific data can be used to measure and improve customer engagement.
2. Collect and analyse data.	2.1. Determine data analysis needs, select analytics tools and collect and store relevant data according to organisational privacy procedures.
	2.2. Filter, assess quality of data and clean data to ensure relevance to analysis.
	2.3. Identify trends in quantitative performance through statistical analysis.
	2.4. Evaluate qualitative information to identify patterns.
	2.5. Monitor performance of social media and online presence regularly to ensure ongoing effectiveness.
3. Evaluate performance.	3.1. Assess quantitative and qualitative information against organisational objectives for use of social media and online platforms.
	3.2. Determine success of online presence in engaging customers for general and targeted purposes.
	3.3. Create and present reports on data analysis and evaluation, and include recommendations for future improvements.
	3.4. Generate reports that protect sensitive information provided by customers.

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 jargon specific to different types of social media and online analytics tools - interpret the intent and extract relevant content of customer opinions.
Writing skills to:	- produce cohesive data analysis and evaluation reports using language suitable for purpose and audience - present factual information without ambiguity - summarise and paraphrase a variety of customer opinions without altering meaning.
Numeracy skills to:	interpret numerical data of different complexity and complete routine calculations involving addition, subtraction, multiplication, division and percentages

- extract, evaluate and interpret numerical data from tables, charts and graphs
 - interpret fundamental statistical information to draw conclusions.
 - identify and clean inaccurate, duplicative and irrelevant data.
- Problem-solving skills to:
- Initiative and enterprise skills to:
- critically evaluate successes and failures of social media and online performance to suggest improvements.
- Self-management skills to:
- take responsibility for performance analysis from data collection through to evaluation and report presentation.

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 SIRXOSM004 Analyse performance of social media and online business 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 analytics tools for social media or other online platforms and collectively use inbuilt and external analytics tools
- analyse, evaluate and report on the general performance of an organisation's social media or online business tools over three successive reporting periods
- analyse, evaluate and report on the performance of an organisation's social media or online business tool when one specific communication or targeted campaign has been implemented
- across all above analysis, evaluation and reporting activities, collectively cover:
 - page visits and how page was accessed
 - page likes or followers
 - reach of specific communication
 - engagement including; how many people liked, shared or commented on specific communications
 - day/s and time of day of engagement
 - audience demographics
 - qualitative evaluation of positive and negative comments
 - recommendations for future improvements.

Knowledge Evidence

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

- types of inbuilt analytics tools provided by a range of social media and online platforms
- a range of external analytics tools which provide data for individual and multiple social media and online platforms
- types of data available to measure customer engagement, to include:
 - page visits and how page was accessed (directly or via other sites)
 - page likes
 - followers
 - reach of specific communication

- engagement including; how many people liked, shared or commented on specific communications
- video views and duration of view
- day/s and time of day of engagement
- audience demographics
- functions provided by analytics tools to sort, analyse and report on customer engagement
- data to be filtered, removed or amended, and reasons for these actions
- meanings and purposes of quantitative and qualitative data and how these are analysed and reported
- customer data that can be sensitive and organisational privacy procedures used to securely store
- common reasons for analysing social media and online data and how data can be used to improve customer engagement:
 - creating content that elicits interest
 - creating content for a call to action
 - targeting specific audiences
 - scheduling communications
- methods used to analyse and assess data:
 - measuring results against overarching business objectives and key performance indicators
 - measuring results of a targeted campaign against objectives and expectations
 - comparing historical results
 - measuring and comparing audience demographics for general site interaction and responses to communications
 - measuring customer actions
 - identifying and measuring positive and negative customer responses
 - identifying themes, patterns and relationships for qualitative information
 - evaluating information against:
 - a predetermined theory; or
 - an external cause for customer reactions
- format and inclusions of data analysis and evaluation reports
- methods used in reports that protect sensitive customer information
- techniques used to draw and express conclusions and recommendations.

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:

- a range of social media and online platforms; these can be those used by a workplace or those established by a training organisation for the purpose of assessment
- a range of inbuilt analytics tools provided by social media and online platforms
- a range of external analytics tools which provide data for individual and multiple social media and online platforms
- computers or mobile devices for accessing data and producing reports.

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>