



Australian Government

SIRXOSM006 Develop and manage social media and online strategies

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to develop and implement the overall strategy for an organisation's online presence and for individual strategies for targeted campaigns.

It requires the ability to develop social media and online content guidelines, policies and procedures to implement and evaluate strategies.

It applies to individuals who work at a senior level who operate independently, can have responsibility for others and are responsible for making a range of operational and strategic decisions.

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

Elements describe the essential outcomes

1. Determine social media

PERFORMANCE CRITERIA

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

1.1. Confirm core activities, customer base, organisational

- or online requirements.
- values and current direction.
- 1.2. Determine organisational objectives for use of social media and online platforms.
 - 1.3. Assess the need for particular platform functions to service target audience and organisational requirements.
 - 1.4. Select social media and online platforms suited to organisational objectives and target audience requirements.
2. Develop social media or online strategy.
- 2.1. Determine types and frequency of social media and online communications to match specific objectives.
 - 2.2. Identify which social media and online platforms will be utilised for communications and audiences.
 - 2.3. Establish key performance indicators and evaluation criteria to measure effectiveness of social media or online activities.
 - 2.4. Identify methods to analyse performance and establish a schedule for regular analysis, evaluation and reporting.
 - 2.5. Determine implementation budget, roles and responsibilities and allocate to personnel.
3. Develop content guidelines.
- 3.1. Determine guidelines for use of appropriate language and tone for outbound communications and customer interactions.
 - 3.2. Develop standard responses for customer interactions.
 - 3.3. Establish standards for use and formatting of text and images.
 - 3.4. Determine parameters for appropriate and inappropriate content and what organisational and customer information can and cannot be published.
 - 3.5. Establish content approvals process and designate levels of authority to personnel.
 - 3.6. Communicate content guidelines to personnel.
4. Develop and document policies and procedures.
- 4.1. Develop policies for customers of organisational social media and online sites.
 - 4.2. Develop organisational policies and procedures to guide activities of personnel.
 - 4.3. Communicate policies, procedures and expectations to personnel and customers.
5. Implement strategy.
- 5.1. Develop action plans for implementing overall strategy and individual campaigns.
 - 5.2. Prepare a schedule documenting planned social media and online activities.
 - 5.3. Identify and communicate priorities, key responsibilities, targets and timelines.

- 5.4. Monitor organisation's social media and online activity and drive implementation.
6. Evaluate strategy.
- 6.1. Assess reports on data analysis and evaluation.
 - 6.2. Evaluate social media and online activity against strategy, key performance indicators and reports.
 - 6.3. Determine and report on success of online presence in engaging customers for general and targeted purposes.
 - 6.4. Monitor, regularly, changes to social media and online platform functionality to determine impacts on strategy.
 - 6.5. Modify and continuously improve current and future strategies according to evaluation and changing platform functionality.

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 complex and unfamiliar information.
Writing skills to:	- produce comprehensive plans, policies and procedures using clear and detailed language that can be easily understood by personnel operating at different levels of seniority - produce standard customer responses of varying complexity, using language suitable for purpose and audience.
Numeracy skills to:	interpret fundamental statistical information from performance reports to draw conclusions.
Initiative and enterprise skills to:	identify opportunities to engage customers and promote exposure of the organisation through online activities.
Planning and organising skills to:	- coordinate multiple elements involved in developing and implementing online strategies in a logical and time efficient sequence - produce and use cohesive action plans to guide implementation of online strategies for self and team members.
Self-management skills to:	- take responsibility for strategy development from initial planning through to implementation and evaluation - critically evaluate successes and failures of strategies to initiate improvements.

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 SIRXOSM006 Develop and manage social media and online strategies

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:

- develop and implement two strategies tailored to a particular organisation:
 - one overall strategy for an organisation's online presence
 - one strategy for one targeted social media or online campaign
- evaluate and report on the performance of an organisation's social media or online strategy over three successive reporting periods
- evaluate and report on the performance of an organisation's social media or online strategy for one targeted campaign
- develop and communicate written content guidelines covering the following issues:
 - use of appropriate language for outbound communications and customer interactions
 - four standard responses tailored to different types of customer interactions
 - at least three types for each of the following:
 - organisational information that can be published
 - organisational information that cannot be published
 - customer information that can be published
 - customer information that cannot be published
 - four formatting standards
 - approvals process and authority
- develop and communicate the following written policies and procedures:
 - acceptable use policy for customers of organisational social media and online sites
 - online customer service policy including complaints resolution procedures
 - privacy policy
 - procedure to gain consent to publish information about and images of others
 - security policy for online activities.

Knowledge Evidence

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

- organisation's core activities, customer base, values and current direction
- 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
- popularity of different categories and reach of particular brands of social media platforms and their key audiences
- different functions provided by social media and online platforms and how the choice of platforms relates to organisational objectives
- roles of different personnel in the implementation of social media and online activities
- key performance indicators:
 - principles and purpose
 - importance of alignment to objectives
 - how to effectively express and document
 - how to use in conjunction with data analysis and evaluation reports to evaluate success of online strategy
- common formats and styles for:
 - content guidelines and style guides
 - policies and procedures
 - action plans and schedules
- purpose and typical inclusions of a range of customer and staff focussed guidelines, policies and procedures:
 - content guidelines
 - acceptable use for users of organisational social media and online sites
 - online customer service including complaints resolution
 - privacy
 - gaining consent to publish information about and images of others
 - security for online activities
- for the particular industry, examples of best practice online policies and procedures including any templates issued by industry associations and other bodies
- for standard customer responses:
 - purpose
 - commonly used responses
 - when different types would 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:

- comprehensive information about the operation of a real or simulated organisation to determine its characteristics and needs for the development of tailored social media or online strategies, guidelines, policies and procedures
- real workplace performance data, or data for a simulated organisation to allow evaluation of an organisation's social media or online strategies
- real workplace situations, or simulated activities, or case study scenarios that test aspects of this unit that involve team communication
- computers and general software programs used to produce system documents
- 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.

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>