



Australian Government

Assessment Requirements for SIRXOSM007 Manage risk to organisational reputation in an online setting

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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:

- for a particular organisation, identify significant risks to reputation and develop one social media and online crisis management plan to deal with potential damaging issues and incidents
- develop and communicate written policies and procedures covering all of the following issues:
 - schedule for monitoring social media and online, and external review pages
 - schedule for analysing and assessing online performance data
 - designated response times for customer compliments, complaints, negative commentary and bad reviews
 - standard responses that can be used for common circumstances, including holding responses
 - guidelines on the use of appropriate language for responding to positive and negative comments
 - issues that should be escalated and referred to managers
 - guidelines for removing comments, and reporting, blocking and banning users
- respond to customer communications covering:
 - two escalated complaints, giving consideration to previous organisational communications, and take measures to resolve
 - two bad reviews
- implement crisis management processes in response to one crisis, including allocation of responsibilities to personnel.

Knowledge Evidence

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

- common risks to an organisation's reputation in an online setting:
 - customer complaints in a public setting
 - bad reviews
 - untrue or highly exaggerated comments about a customer and organisation interaction
 - criticism of organisation's brand, values, products or services

- commentary by others not involved but supporting complainants or showing bias
- comments that accuse organisation of illegal acts
- online personal communications of others associated with the organisation that are incompatible with organisation's brand values and image including: staff, contractors, suppliers, sponsors, donors etc.
- overt or implied criticism of the organisation by current or past personnel
- online attacks by activists deliberately targeting the organisation
- common security risks:
 - hacking of accounts
 - spam messages and content with dangerous links
 - threats to property, personnel and others associated with the organisation
- specific to the particular industry, types of reputational and security risks
- common formats and inclusions of policies and procedures
- for crisis management:
 - difference between a problem and a crisis and common crisis scenarios
 - format and common inclusions of social media crisis management plans
 - typical actions taken by organisations during a crisis response
 - roles typically allocated to personnel at different levels of seniority and to external providers
- analytics functions provided by social media and review platforms that can assist in identifying and managing risk to organisational reputation
- monitoring and alert functions provided by social media and review platforms and how these operate
- reasons to consistently monitor social media and review sites and common schedules
- types of monitoring services offered by external providers and benefits of engaging
- the importance of timely responses for:
 - managing complaints and negative reviews
 - answering enquiries to avoid complaints
 - compliments to ensure customer feels valued, not ignored and how responses can add value to reputation
- types of standard responses that can be provided and the role of a holding response
- organisational chain of command for responding to and managing:
 - compliments
 - complaints and criticism
 - crises
- reasons for and advantages of resolving complaints off line
- functions provided by social media and review platforms to manage persistent and damaging interactions, how these operate and factors to consider before implementing:
 - removal of comments
 - reporting
 - blocking and banning users

- signs, stages and levels of conflict, and techniques used to resolve at various stages of escalation
- principles of positive and professional online communications that minimise risk to organisational reputation
- types of positive language and approaches that can be used when dealing with negativity, complaints and conflicts.

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 team communication
- computers and general software programs used to produce system documents and schedules
- a range of social media and online platforms with access to functions used by organisations including monitoring and alert functions; these can be those used by a workplace or established by a training organisation for the purposes of assessment
- analytics tools and reports provided by social media and online platforms.

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>