



Australian Government

SIRXOSM007 Manage risk to organisational reputation in an online setting

Release: 1

SIRXOSM007 Manage risk to organisational reputation in an online setting

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to develop and implement processes for managing risks to an organisation's reputation associated with social media and online engagement, including the impacts of online negative commentary, complaints and criticism.

It requires the ability to develop a social media crisis management plan and other processes to monitor and respond to issues and incidents.

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

Nil

Competency Field

Online and Social Media

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

1. Identify risks to organisational reputation and plan control

PERFORMANCE CRITERIA

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

- 1.1. Identify risks to organisational reputation associated with social media and online presence, including any

measures.	security risks.
2. Establish processes for monitoring customer commentary, feedback and criticism.	1.2. Develop social media and online crisis management plan to deal with damaging issues and incidents. 2.1. Determine a schedule for monitoring organisation's social media and online sites and external review pages. 2.2. Allocate responsibility to personnel or external providers for consistently and regularly monitoring sites. 2.3. Register organisation for alerts provided by social media and review platforms. 2.4. Establish a schedule for analysing online performance using analytics tools.
3. Develop policies and procedures for response.	3.1. Establish standards for use of appropriate language and tone for responding to both positive and negative comments. 3.2. Develop standard responses that can be used for common circumstances. 3.3. Designate response times in policies and procedures.
4. Manage organisational reputation.	4.1. Take responsibility for resolution of complex and difficult customer interactions. 4.2. Utilise functions provided by social media and review platforms to manage persistent and damaging interactions. 4.3. Assess performance reports regularly to identify systematic communication issues and implement improvements. 4.4. Assess escalating issues and implement crisis management processes to minimise impacts.

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 the intent and extract relevant content of customer opinions expressed with differing levels of clarity.
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 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.
- Self-management skills to:
- critically analyse issues and incidents to determine appropriate individual and systematic responses.

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 SIRXOSM007 Manage risk to organisational reputation in an online setting

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.

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