



Australian Government

SITXEBS001 Use social media in a business

Release: 1

SITXEBS001 Use social media in a business

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to establish a social media presence in a business. It requires an understanding of the use of social media tools and platforms to enhance customer engagement and market a business.

The unit is relevant to businesses operating in many industry contexts, including the tourism, travel, hospitality, events and other service industry sectors.

It applies to individuals using social media for business at an operational level under limited supervision.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

E-Business

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Prepare to use social media.

2. Prepare content for use

PERFORMANCE CRITERIA

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

1.1. Review organisational social media requirements and related policies and procedures.

1.2. Identify and confirm availability of resources required to comply with organisational objectives.

1.3. Confirm understanding of terms of use and policies for social media tools and platforms.

2.1. Source information and content from internal and external

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| on social media. | sources. |
| | 2.2. Develop content in line with target audience, brand culture and social media plan. |
| | 2.3. Source and use campaigns, promotions and community events that align with social media plan. |
| 3. Use social media to enhance customer engagement. | 3.1. Adhere to legal and ethical practices for use of social media according to social media plan.
3.2. Track social media activity using monitoring tools.
3.3. Respond to customers in a timely manner and direct them to relevant information as required.
3.4. Respond to negativity and complaints promptly and within scope of own role, using crisis management processes, policies and standard approved responses.
3.5. Identify potential incidents or points of conflict and escalate to relevant personnel as required.
3.6. Identify opportunities to improve individual customer experience. |
| 4. Market and promote a business. | 4.1. Curate and post content according to social media plan and content calendar.
4.2. Create opportunities to attract and promote user-generated content.
4.3. Monitor organisational metrics according to social media plan and report to relevant personnel.
4.4. Recommend improvements to marketing and promotion through social media engagement to relevant personnel. |

Foundation Skills

Foundation skills essential to performance, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Reading skills to:	interpret basic technical terminology in relation to social media platforms and tools.
Writing skills to:	- use correct spelling and grammar in social media posts and interactions - communicate effectively to diverse audiences with honesty and transparency.
Numeracy skills to:	interpret social media usage and activity reports.
Initiative and enterprise	act on opportunities for enhanced customer experience

skills to: presented by social media interactions.

Self-management skills to: • manage time spent online for maximum efficiency.

Technology skills to: • upload images, text files, PDF files, audio files, video files and link associated files
• import and export software functions
• conduct online research for appropriate content.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>

Assessment Requirements for SITXEBS001 Use social media in a business

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:

- identify at least six content items suitable for use on a social media platform, demonstrating use of both internal content development and external content sourcing
- use social media tools on at least five occasions to engage with different customers by:
 - asking questions to determine customer needs
 - responding to questions and complaints within timelines and according to organisational policy and procedures
 - referring customers to relevant information as needed
 - responding to customer reviews and other user-generated content
 - communicating effectively in writing to a variety of audiences
- respond to customers from each of the following different social media customer responder categories, through at least two different social media platforms:
 - troll
 - rager
 - misguided customer
 - unhappy customer
- market and promote a business using social media tools over a period of one month by:
 - managing a business account on at least one social media platform
 - following monthly content calendar to pre-plan a variety of content
 - curating content appropriate to business needs
 - monitoring and reporting on organisational measurement metrics according to social media plan.

Knowledge Evidence

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

- key elements of an organisational social media plan
- organisational policy and procedures for social media use
- types of social media platform, tools and their operation
- rules and regulations and terms of use of specific social media platforms:
 - privacy legislation and confidentiality requirements

- spamming
- copyright and intellectual property considerations
- creative commons
- legal and ethical practices for use of social media:
 - responsible use of platforms and tools
 - responsible marketing practices
 - fair competition guidelines
 - duty of care
 - bullying and harassment policies
- categories of social media responders specified in the performance evidence and how to effectively engage with them
- types of crisis issues or conflicts that can arise on social media locally, nationally and internationally
- crisis management processes and chain of command
- current tools that facilitate social listening/monitoring
- current tools for social media scheduling
- value of building a community of advocates on a social media platform
- importance of consumer reviews and user-generated content
- what makes good content for a social media community
- sources of information for social media content:
 - compliments
 - complaints
 - images and photos
 - links to other websites
 - current trends
 - internet
- how to and where to source photo content from the internet
- importance of tone in online communication:
 - conversation
 - broadcasting
- customer behaviour in relation to social media use
- characteristics of a well written blog.

Assessment Conditions

Skills must be demonstrated in a business where use of social media is required. This can be:

- an industry workplace
- a simulated industry workplace set up for the purpose of skills assessment.

Assessment must ensure use of:

- content calendar that lists:
 - key events
 - milestones and relevant dates
 - content for release
- files for use in social media:
 - images
 - text files
 - PDFs
 - audio files
 - video files
 - link associated files
- organisational social media plan
- computer or mobile device with internet access
- social media monitoring tools
- social media platforms and tools
- social media platform and tool policies and terms of use
- customers or stakeholders on social media with whom the individual can interact; these can be:
 - customers or stakeholders in an industry workplace; or
 - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

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