



Australian Government

SITXEBS001 Use social media in a business

Release: 1

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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	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Prepare to use social media.	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. Prepare content for use	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

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| Reading skills to: | <ul style="list-style-type: none"> interpret basic technical terminology in relation to social media platforms and tools. |
| Writing skills to: | <ul style="list-style-type: none"> use correct spelling and grammar in social media posts and interactions communicate effectively to diverse audiences with honesty and transparency. |
| Numeracy skills to: | <ul style="list-style-type: none"> interpret social media usage and activity reports. |
| Initiative and enterprise | <ul style="list-style-type: none"> 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>