



Australian Government

Assessment Requirements for SITXEBS002 Develop, implement and monitor the use of social media in a business

Release: 1

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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:

- research at least three different social media tools or platforms for organisational use and select a tool or platform that best meets the business needs
- develop and implement organisational policies and procedures for the use of the above selected social media tools or platforms in a business that addresses:
 - guidelines for audience engagement
 - guidelines for appropriate use of social media
 - appropriate content
 - crisis management
- develop a social media plan, to be executed over a two month period that:
 - addresses profiled target audiences
 - addresses consumer and stakeholder needs
 - outlines metrics and performance indicators for success
 - promotes the business
- monitor and evaluate effectiveness of social media according to metrics and performance indicators devised above and identify strategies to address any gaps.

Knowledge Evidence

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

- types of social media platforms and tools, and their operation
- how various social media platforms and tools are used by customers and the general public
- rules, regulations and terms of use of specific social media platforms and tools:
 - 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 policy
- categories of online customer responders and how to deal with them:
 - troll
 - rager
 - misguided customer
 - unhappy customer
- types of social media conflicts and complaints and appropriate responses
- crisis management processes and chain of command
- current tools that facilitate social media listening
- reports for monitoring social media activity
- value of building a community of advocates on a social media platform
- importance of consumer reviews and user-generated content
- policy and procedure development
- organisational marketing and promotional plans.

Assessment Conditions

Skills must be demonstrated in a business where management 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:

- organisational social media plan
- computers or mobile devices with internet access
- social media platforms and tools
- policies and terms of use of social media platforms and tools
- social media monitoring tools
- social media usage and activity reports
- 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.

Links

Companion Volume implementation guides are found in VETNet -

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