



Australian Government

SITXEBS002 Develop, implement and monitor the use of 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 manage the development and implementation of social media in a business and monitor its effectiveness. It requires an understanding of social media tools and platforms in order to develop a social media plan, and supporting organisational policies for social media use. This unit does not address the skills and knowledge required to set up social media accounts or its day-to-day business use.

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 owners or managers of businesses who are responsible for the planning, development and monitoring of social media use in a business context.

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. Determine social media requirements.

PERFORMANCE CRITERIA

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

- 1.1. Identify and profile target audience.
- 1.2. Research social media platforms and tools, strategies for use and relevance to organisation.
- 1.3. Select appropriate social media platforms and tools to meet

- organisational objectives.
2. Develop policies and procedures.
 - 2.1. Develop organisational policies and procedures for social media use.
 - 2.2. Establish guidelines for audience engagement and appropriate content.
 - 2.3. Develop a social media crisis management plan, including approved responses, to deal with social media issues and incidents.
 3. Develop a social media plan.
 - 3.1. Identify strategies in relation to consumer and stakeholder engagement, marketing and customer service activities that are to be undertaken using social media.
 - 3.2. Prepare a calendar documenting planned social media activity.
 - 3.3. Establish metrics to measure success of social media activity.
 - 3.4. Document social media plan outlining activity to be undertaken, timelines and targets.
 4. Implement social media plan.
 - 4.1. Identify and organise appropriate resources to implement social media plan.
 - 4.2. Implement social media plan according to organisational policies and procedures.
 - 4.3. Manage escalated complaints, conflicts and crisis situations according to social media plan.
 - 4.4. Post approved responses to issues and incidents promptly.
 5. Evaluate social media effectiveness.
 - 5.1. Measure success of social media activities against social media plan targets.
 - 5.2. Identify gaps and determine strategies to address performance issues.
 - 5.3. Modify social media plan to support on-going business growth as required.

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 - interpret and analyse social media activity reports.
Oral communication skills to:	- provide feedback to staff to address performance issues as required - seek appropriate expert advice and communicate the needs of

the business.

Numeracy skills to:

- interpret social media usage and activity reports.

Initiative and enterprise skills to:

- identify opportunities to improve business operations and growth through social media use.

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 SITXEBS002 Develop, implement and monitor the use of 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:

- 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.

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