



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: | <ul style="list-style-type: none"> interpret basic technical terminology in relation to social media platforms and tools interpret and analyse social media activity reports. |
| Oral communication skills to: | <ul style="list-style-type: none"> 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>