| UNIT CODE | OSM003 |
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| UNIT TITLE | **Maintain ethical and professional standards when working online** |
| APPLICATION | This unit describes the performance outcomes, skills and knowledge required to source information on, and work according to, a range of ethical and professional standards when using social media and online tools for business purposes. |
| | This key skill underpins effective performance when utilising social media and online tools for diverse purposes. It applies to individuals working at different levels of responsibility from operational through to management and equally to employees and contractors. |
| | This unit applies to any type of small, medium or large organisation that utilises social media and online tools for customer engagement including commercial, not-for-profit and government organisations. References to customers should be interpreted in the context of the particular industry and organisation which will use different terms to describe their stakeholders. |
| | This unit is designed for use across industries. Training and assessment should be contextualised to meet the particular requirements of the industry for which it is delivered. |
| | No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication. |
| PREREQUISITE UNIT | Nil |
| COMPETENCY FIELD | Online and Social Media |
| UNIT SECTOR | Cross Sector |

| ELEMENTS | PERFORMANCE CRITERIA |
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| *Elements describe the essential outcomes* | *Performance criteria describe the performance needed to demonstrate achievement of the element.* |

| 1. Source information on the general impacts of social media. | 1.1 Access and interpret information about the positive and negative impacts of social media. <br> 1.2 Evaluate the terms of service associated with social media platforms. <br> 1.3 Determine how online harassment can occur via organisational sites and who may be targeted. <br> 1.4 Determine how social media platforms share user information and identify impacts on users. <br> 1.5 Evaluate ways to avoid negative impacts on users of organisational social media sites. |
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| 2. Comply with industry and organisational codes of conduct for online activities. | 2.1 Obtain codes of conduct and seek advice from relevant personnel on applicability to organisation. <br> 2.2 Identify organisational online code of conduct and determine applicability to own job role. <br> 2.3 Determine reasons for and scope of industry and organisational codes of conduct. <br> 2.4 Evaluate contents of codes of conduct and significance to own personal and work based online behaviours and communications. <br> 2.5 Clarify requirements of codes with relevant personnel to ensure understanding and compliance. <br> 2.6 Act according to professional values and principles outlined in codes, seeking advice when difficulties arise. |
| 3. Maintain personal online presence consistent with organisational requirements. | 3.1 Determine differences between organisational and personal online presence. <br> 3.2 Clearly differentiate between representing self and organisation during online activities. <br> 3.3 Ensure personal online posts and activities do not damage reputation of organisation and those associated with it. |
| 4. Protect customer privacy and maintain confidentiality of organisational information. | 4.1 Access and interpret information on privacy regulations and scope of requirements. <br> 4.2 Identify organisational privacy policies and procedures and determine applicability to own job role. <br> 4.3 Protect information provided by customers and others, according to regulations and organisational policies and procedures. <br> 4.4 Obtain and comply with permissions to publish images and text representing others. <br> 4.5 Maintain confidentiality of sensitive organisational information and confirm information that can be released before publishing. |
| 5. Source information on copyright. | 5.1 Access and interpret information copyright and determine what is and what is not protected by copyright. <br> 5.2 Identify copyright owner's exclusive rights to materials. <br> 5.3 Determine what permissions are required to use copyright materials and how to obtain. |

| 6. Engage professionally with customers online. | 6.1 Interpret information on the meaning of defamation, slander and libel to recognise potential incidents and avoid engagement.<br>6.2 Communicate with customers in a timely, professional and positive manner to enhance organisational reputation.<br>6.3 Respond to negative comments, complaints and conflicts sensitively, courteously and respectfully.<br>6.4 Minimise risk to self, and organisational reputation by referring escalated conflict to relevant personnel. |
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| **FOUNDATION SKILLS** | |
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| *Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.* | |
| **SKILLS** | **DESCRIPTION** |
| Reading skills to: | ■ interpret unfamiliar and complex information to determine regulatory requirements and organisational standards. |
| Writing skills to: | ■ produce notes, summarise and record information in basic documents such as information sheets, portfolios and files<br>■ produce customer responses of varying complexity, using language suitable for purpose and audience. |
| Learning skills to: | ■ proactively use opportunities to obtain and update knowledge of social media impacts, ethical and professional standards. |
| Technology skills to: | ■ use computers and the Internet to search for information. |
| **UNIT MAPPING INFORMATION** | No equivalent unit. |
| **LINKS** | Link to Companion Volume Implementation Guide to be inserted. |

| **TITLE** | Assessment Requirements for OSM003 Maintain ethical and professional standards when working online |
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| 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: |
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| | <ul><li>source and collate information in a portfolio on:<ul><li>terms of service for three different brands of social media, including information how those brands share user information</li><li>general impacts of social media on organisations and users, both positive and negative, from three different sources</li><li>cyberbullying and its impacts from three different sources</li><li>a suitable code of conduct for online activities relevant to the individual's current or prospective industry employment</li><li>an organisational code of conduct for online activities relevant to the individual's current or prospective job role, and obtain any required permissions for release</li><li>commonwealth privacy regulations and any applicable local state or territory privacy regulations relevant to the individual's current or prospective industry employment</li><li>copyright in Australia; what it protects and does not protect, exclusive rights of owners and requirements for permissions</li><li>defamation via social media from three different sources</li><li>organisational criticism via social media; either customer or employee based</li></ul></li></ul><ul><li>for each of the above topics, select and evaluate two points from information collected</li><li>according to scenarios, provide responses to three situations involving personal online posts that present a risk to an organisation's reputation</li><li>according to scenarios, communicate professionally with online customers in response to:<ul><li>a general product or service need, on two occasions</li><li>negative comment or complaint about organisational issues, products or services, on two occasions.</li></ul></li></ul> |

| KNOWLEDGE EVIDENCE | **Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:** |
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| | <ul><li>at a fundamental level of understanding:<ul><li>terms of service for common brands of social media; how they share user information and how this may impact on users</li><li>the general impacts of social media, both positive and negative:<ul><li>impacts on organisation reputation</li><li>social impacts on users</li></ul></li><li>meaning of harassment and cyberbullying and how this occurs and can escalate through use of social media</li><li>how bullying of employees and contractors can occur because of organisational connections and via organisational social media sites</li><li>organisational duty of care to protect individuals from cyberbullying and processes that can be taken to avoid and respond to incidents</li></ul></li></ul><ul><li>for industry and organisational codes of conduct or policies for online activities, applicable to the individual's context:<ul><li>objectives</li><li>scope and general contents</li><li>compliance requirements and any disciplinary action that may be taken for non-compliance</li></ul></li></ul><ul><li>boundaries of personal and professional online activities</li></ul> |

- how personal posts and online presence can adversely affect organisational reputation and others associated with the organisation – customers, suppliers, sponsors, donors etc.
- methods that can be used to ensure personal posts are not assumed to be representing the organisation
- a fundamental understanding of the contents of:
  - the Australian Privacy Principles and how these regulate the use and security of private customer information collected by private and government organisations
  - any state or territory privacy regulations of particular relevance to the individual's industry and work context

- organisational privacy policies and procedures, applicable to the individual's industry context:
  - objectives
  - scope and general contents
  - compliance requirements and any disciplinary action that may be taken for non-compliance

- types of:
  - customer information generally considered to be sensitive, with particular emphasis on the individual's context
  - consents that can be obtained to publish information about and images of others
  - organisational information generally considered to be sensitive and deemed not for public release

- at a fundamental level of understanding:
  - what copyright protects and does not protect
  - who can own copyright and procedures used by owners to identify copyright
  - exclusive rights that owners have over their material and how this affects use of materials by others
  - permissions that are required to use materials and how to obtain
  - meaning of defamation, slander and libel and how this occurs and can escalate through use of social media
  - potential personal and organisational consequences of both receiving and making defamatory comments

- differences between personal and professional online communication styles and choice of language
- principles of positive and professional online communications that enhance customer engagement and organisational reputation
- types of positive language and approaches that can be used when dealing with negativity, complaints and conflicts.

| ASSESSMENT CONDITIONS | Assessment must ensure use of: |
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| | <ul><li>computers or mobile devices and the Internet to source information</li><li>a range of social media websites</li><li>terms of service published by social media websites</li><li>Australian Privacy Principles (or their successor) fact sheets</li><li>organisational privacy policies</li><li>industry and organisational documents relating to online activities and social media; titles will vary and could include codes of conduct, policy statements or guidelines</li><li>plain English fact sheets about copyright.</li></ul><br><br>Assessors must satisfy the Standards for Registered Training Organisations requirements for assessors, and:<br><br><ul><li>to assess in the context of a specific industry, have at least three years' experience with the implementation of social media and online tools for that industry where they have applied the skills and knowledge covered in this unit of competency.</li></ul> |
| LINKS | Link to Companion Volume Implementation Guide to be inserted. |