

<b>SKILL SET</b>	Develop an online presence for customer engagement	
<b>DESCRIPTION</b>	<p>A set of skills to develop an organisation's online presence through the use of social media and other websites, utilise these professionally and ethically and determine their effectiveness.</p> <p>This Skill Set is designed for use across industries.</p>	
<b>PATHWAYS INFORMATION</b>	Achievement of these units provides credit towards any qualification within any Training Package containing the Skill Set units of competency.	
<b>LICENSING / REGULATORY INFORMATION</b>	No occupational licensing, certification or specific legislative requirements apply to this qualification at the time of publication.	
<b>SKILL SET REQUIREMENTS</b>	Unit code	Unit title
	OSM003	Maintain ethical and professional standards when working online
	OSM004	Use social media and online tools
	OSM005	Analyse performance of social media and online business tools
	OSM006	Develop a basic website
	OSM008	Manage risk to organisational reputation in an online setting
<b>TARGET GROUP</b>	Business owner operators and individuals who work in any industry in communications, marketing and other roles at a senior level.	
<b>SUGGESTED WORDS FOR STATEMENT OF ATTAINMENT</b>	These units of competency provide a set of skills to develop an organisation's online presence through the use of social media and other websites, utilise these professionally and ethically and determine their effectiveness.	