

UNIT CODE	OSM004
UNIT TITLE	Use social media and online tools
APPLICATION	<p>This unit describes the performance outcomes, skills and knowledge required to implement the use of social media and online platforms for organisational purposes. It requires the ability to identify the objectives for online communications, create and post relevant content to promote engagement with the organisation, and to engage professionally with customers.</p> <p>It can apply to individuals who work at an operational level. They use discretion and judgement to take responsibility for work outcomes but actions are guided by plans, policies and procedures, supervisors and managers. Although an operational function, it can apply to small business owner operators who are responsible for a range of functions</p> <p>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.</p> <p>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.</p> <p>No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.</p>
PREREQUISITE UNIT	OSM003 Maintain ethical and professional standards when working online
COMPETENCY FIELD	Online and Social Media
UNIT SECTOR	Cross Sector

ELEMENTS	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>

1. Determine organisational and communication requirements.	1.1 Identify organisational purpose for use of social media and online tools. 1.2 Access and interpret any predetermined strategies and plans to guide activities. 1.3 Identify target audience and organisational objectives for social media or online communication. 1.4 Choose social media and online platforms suited to communication objectives and target audience. 1.5 Access or create calendar to schedule types and frequency of social media or online communications.
2. Prepare content	2.1 Source and select organisational and external information to create content relevant to purpose. 2.2 Use language, style and tone suited to organisational image and target audience. 2.3 Check content for accuracy, currency and relevance for purpose. 2.4 Develop and format content in line with organisational guidelines. 2.5 Obtain any required approvals before publication.
3. Utilise platform functions.	3.1 Utilise functions and templates provided by social media and online platforms to create effective posts. 3.2 Upload a range of file types suited to communication requirements. 3.3 Create active links to organisational and external sites.
4. Promote engagement with organisation.	4.1 Curate and post content regularly or according to planned organisational calendar. 4.2 Create opportunities to attract user generated content. 4.3 Use posts effectively during targeted campaigns.
5. Monitor sites and engage professionally with customers.	5.1 Monitor customer activity regularly according to organisational schedule. 5.2 Communicate with customers in a timely, professional and positive manner to enhance organisational reputation. 5.3 Respond to negative comments and complaints sensitively, courteously and respectfully according to organisational policies and procedures. 5.4 Refer customer negative feedback to relevant personnel according to organisational policies and procedures.

FOUNDATION SKILLS

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:	<ul style="list-style-type: none"> ■ interpret detailed familiar organisational guidelines, policies and procedures ■ interpret the intent of and extract relevant content from a range of different business documents of varying complexity.
Writing skills to:	<ul style="list-style-type: none"> ■ create accurate and engaging content using persuasive language suitable for purpose and audience ■ produce customer responses of varying complexity, using language suitable for purpose and audience.
Initiative and enterprise skills to:	<ul style="list-style-type: none"> ■ identify opportunities to engage customers and promote exposure of the organisation through online activities.
Planning and organising skills to:	<ul style="list-style-type: none"> ■ use plans and schedules to guide work activities and deadlines.
UNIT MAPPING INFORMATION	No equivalent unit.
LINKS	Link to Companion Volume Implementation Guide to be inserted.

TITLE	Assessment Requirements for OSM004 Use social media and online tools
PERFORMANCE EVIDENCE	<p>Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:</p> <ul style="list-style-type: none"> ■ utilise four different types of social media or online platforms for organisational communications ■ create and post content for eight different communications and cumulatively use these different types of content: <ul style="list-style-type: none"> ○ text ○ photographs ○ videos ○ audio files ■ create and post content for a further two communications for a targeted social media or online campaign and create active links to an external site ■ monitor customer activity each day for a period of 7 days from the date of posting and provide responses ■ according to actual or scenario-based customer interaction, respond to a range of circumstances: <ul style="list-style-type: none"> ○ positive and negative comments ○ questions ○ complaints ○ need to refer escalating issues to senior personnel.

KNOWLEDGE EVIDENCE	<p>Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:</p> <ul style="list-style-type: none"> ■ the organisation's core activities and customer base ■ different organisational purposes for use of social media and online business tools: <ul style="list-style-type: none"> ○ exposure through social media activity ○ building brand awareness, loyalty and an online community ○ marketing and advertising ○ information dissemination ○ promoting special offers and events ■ the popularity of different categories and reach of particular brands of social media platforms and their key audiences ■ organisational guidelines, policies and procedures for: <ul style="list-style-type: none"> ○ content ○ online customer service including complaints resolution ○ privacy ○ gaining consent to publish information about and images of others ○ monitoring customer activity ■ characteristics of well written, appealing content for different social media platforms ■ functions of different social media and online platforms and how to use these to: <ul style="list-style-type: none"> ○ write and format text ○ upload different file types including text, PDF, photographs, videos, audio files ○ create active links ○ monitor customer activity ○ activate and respond to alerts ○ respond to customer commentary ■ 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 ■ types of standard and approved customer responses and when these might be used.
---------------------------	--

ASSESSMENT CONDITIONS	<p>Assessment must ensure use of:</p> <ul style="list-style-type: none">■ computers and general software programs used to produce content■ a range of social media and online websites with access to functions used by organisations■ organisational guidelines, policies and procedures for:<ul style="list-style-type: none">○ content○ online customer service including complaints resolution○ privacy○ gaining consent to publish information about and images of others○ monitoring customer activity. <p>Assessors must satisfy the Standards for Registered Training Organisations requirements for assessors, and:</p> <ul style="list-style-type: none">■ have at least three years' experience in implementing the use of social media and online platforms for organisational purposes where they have applied the skills and knowledge covered in this unit of competency.
LINKS	Link to Companion Volume Implementation Guide to be inserted.