UNIT CODE	**OSM007**
UNIT TITLE	**Develop and manage social media and online strategies**
APPLICATION	This unit describes the performance outcomes, skills and knowledge required to develop and implement the overall strategy for an organisation's online presence and also for individual strategies for targeted campaigns.
	It requires the ability to develop social media and online content guidelines, policies and procedures and covers the implementation and evaluation of strategies.
	It can apply to individuals who work at a senior level who operate independently, have responsibility for others and are responsible for making a range of operational and strategic decisions. It would apply to small business owner operators who are responsible for a range of functions.
	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	OSM003 Maintain ethical and professional standards when working online
COMPETENCY FIELD	Online and Social Media
UNIT SECTOR	Cross Sector

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

1. Determine social media or online requirements.	1.1 Confirm core activities, customer base, organisational values and current direction. 1.2 Determine organisational purpose for use of social media and online business tools. 1.3 Assess the need for particular platform functions to service customer and organisational requirements. 1.4 Select social media and online platforms suited to organisational objectives and target audience requirements.
2. Develop social media or online strategy.	2.1 Determine types and frequency of social media and online communications to match specific objectives. 2.2 Identify which social media and online platforms will be utilised for specific communications and audiences. 2.3 Establish key performance indicators and evaluation criteria to measure effectiveness of activities. 2.4 Identify methods to analyse performance and establish a schedule for regular analysis, evaluation and reporting. 2.5 Determine implementation budget, roles and responsibilities and allocate to personnel.
3. Develop content guidelines	3.1 Determine guidelines for use of appropriate language and tone for outbound communications and customer interactions. 3.2 Develop standard responses to be used for customer interactions. 3.3 Establish standards for use and formatting of text and images. 3.4 Determine parameters for appropriate and inappropriate content and what organisational and customer information can and cannot be published. 3.5 Establish content approvals process and designate levels of authority to personnel.
4. Develop and document policies and procedures	4.1 Develop policies for users of organisational social media and online sites. 4.2 Develop a range of organisational relevant policies and procedures to guide activities of personnel. 4.3 Communicate policies, procedures and expectations to personnel and users.
5. Implement strategy.	5.1 Develop action plans for implementing overall strategy and individual campaigns. 5.2 Prepare a calendar documenting planned social media and online activities. 5.3 Identify and communicate priorities key responsibilities, targets and timelines. 5.4 Monitor organisations' social media and online activity and drive implementation.
6. Evaluate strategy.	6.1 Assess reports on data analysis and evaluation. 6.2 Evaluate social media and online activity against strategy, key performance indicators and reports. 6.3 Determine success of online presence in engaging customers for general and targeted purposes. 6.4 Modify and continuously improve current and future strategies according to evaluation.

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:	■ interpret complex and potentially unfamiliar information.
Writing skills to:	■ produce comprehensive plans, policies and procedures using clear and detailed language that can be easily understood by a range of personnel operating at different levels of seniority ■ produce standard customer responses of varying complexity, using language suitable for purpose and audience.
Numeracy skills to:	■ interpret fundamental statistical information from performance reports to draw conclusions.
Initiative and enterprise skills to:	■ identify opportunities to engage customers and promote exposure of the organisation through online activities.
Planning and organising skills to:	■ coordinate multiple elements involved in developing and implementing online strategies in a logical and time efficient sequence ■ produce and use cohesive action plans to guide implementation of online strategies for self and team members.
Self-management skills to:	■ take responsibility for strategy development from initial planning through to implementation and evaluation. ■ critically evaluate successes and failures of strategies to initiate improvements.
UNIT MAPPING INFORMATION	No equivalent unit.
LINKS	Link to Companion Volume Implementation Guide to be inserted.

TITLE	Assessment Requirements for OSM007 Develop and manage social media and online strategies

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:
	- develop and implement two strategies tailored to a particular organisation: - one overall strategy for an organisation's online presence - one strategy for a targeted social media or online campaign - evaluate and report on the performance of an organisation's social media or online strategy over three successive weekly or monthly periods - evaluate and report on the performance of an organisation's social media or online strategy for a targeted campaign. - develop written content guidelines covering the following issues: - use of appropriate language for outbound communications and customer interactions - four standard responses tailored to different circumstances - at least three types for each of the following: - organisational information that can be published - organisational information that cannot be published - customer information that can be published - customer information that cannot be published - four formatting standards - approvals process and authority - develop written policies and procedures covering the following issues: - acceptable use for users of organisational social media and online sites - online customer service including complaints resolution - privacy - gaining consent to publish information about and images of others - security for online activities.

KNOWLEDGE EVIDENCE	**Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:**
	- the organisation's core activities, customer base, values and current direction - different organisational purposes for use of social media and online business tools: - exposure through social media activity - building brand awareness, loyalty and an online community - marketing and advertising - information dissemination - the popularity of different categories and reach of particular brands of social media platforms and their key audiences - different functions provided by social media and online platforms and how the choice of platforms relates to organisational objectives - roles of different personnel in the implementation of social media and online activities - for key performance indicators: - principles and purpose - importance of alignment to objectives - how to effectively express and document - how to use in conjunction with data analysis and evaluation reports to evaluate success of online strategy - common formats and styles for: - content guidelines and style guides - policies and procedures - action plans and scheduling calendars - the purpose and typical inclusions of a range of customer and staff focussed guidelines, policies and procedures: - content guidelines - acceptable use for users of organisational social media and online sites - online customer service including complaints resolution - privacy - gaining consent to publish information about and images of others - security for online activities - for the particular industry, examples of best practice online policies and procedures including any templates issued by industry associations and other bodies - for standard customer responses: - purpose - commonly used responses - when different types would be used.

ASSESSMENT CONDITIONS	Assessment must ensure use of:
	- comprehensive information about the operation of a real or simulated organisation to determine its characteristics and needs for the development of tailored social media or online strategies, guidelines, policies and procedures - computers, printers and general software programs used to produce system documents - a range of social media and online websites with access to functions used by organisations. Assessors must satisfy the Standards for Registered Training Organisations requirements for assessors, and: - to assess in the context of a specific industry, have at least three years' experience with the development and implementation of strategies for social media and online presence for that industry where they have applied the skills and knowledge covered in this unit of competency.
LINKS	Link to Companion Volume Implementation Guide to be inserted.

ASSESSMENT CONDITIONS

Assessment must ensure use of: