

SKILL SET	Engage customers through social media and online presence	
DESCRIPTION	<p>A set of skills to develop and implement strategies for an organisation's online presence and for risk management, and to utilise social media and online tools professionally and ethically.</p> <p>This Skill Set is designed for use across industries.</p>	
PATHWAYS INFORMATION	Achievement of these units provides credit towards any qualification within any Training Package containing the Skill Set units of competency.	
LICENSING / REGULATORY INFORMATION	No occupational licensing, certification or specific legislative requirements apply to this qualification at the time of publication.	
SKILL SET REQUIREMENTS	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
	OSM007	Develop and manage social media and online strategies
	OSM008	Manage risk to organisational reputation in an online setting
TARGET GROUP	Business owner operators and individuals who work in any industry in communications, marketing and other roles at a senior level.	
SUGGESTED WORDS FOR STATEMENT OF ATTAINMENT	These units of competency provide a set of skills to develop and implement strategies for an organisation's online presence and for risk management, and to utilise social media and online tools professionally and ethically.	