SKILL SET	Basic social media implementation	
DESCRIPTION	A set of skills to implement the use of social media for organisational purposes, work professionally and ethically and determine the effectiveness of social media business tools. This Skill Set is designed for use across industries.	
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
	OSM002	Identify social media and online platforms
	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
TARGET GROUP	Business owner operators and individuals who work in any industry in communications, marketing and other roles.	
SUGGESTED WORDS FOR STATEMENT OF ATTAINMENT	These units of competency provide a set of skills to implement the use of social media for organisational purposes, work professionally and ethically and determine the effectiveness of social media business tools.	