UNIT CODE	OSM002
UNIT TITLE	Identify social media and online platforms
APPLICATION	This unit describes the performance outcomes, skills and knowledge required to source information on a range of social media and online platform categories and brands and their key audiences, and to identify how different platform functions are used by organisations and their customers.
	This key skill underpins effective performance when selecting and utilising social media and online tools for diverse purposes. It applies to individuals working at all levels from operational personnel through to managers.
	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	Nil
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. Source information on social media and online platforms.	1.1 Identify different categories of social media and online platforms and what they are used for. 1.2 Identify a range of specific social media and online brands within the categories. 1.3 Gather information on the popularity of categories and brands. 1.4 Determine characteristics of key users of categories and brands.
2. Identify functions provided by social media and online platforms.	2.1 Obtain information on platform functions used by organisations to engage with customers and to collect information. 2.2 Itemise the benefits of different functions to business use. 2.3 Determine which functions may not be utilised by or be beneficial to organisations. 2.4 Review a range of social media sites and evaluate how organisations and users are utilising functions.
3. Identify industry specific requirements and preferences.	3.1 Identify key customer groups for whom industry products and or services are provided and their characteristics and needs. 3.2 Evaluate popularity of social media and online sites for industry's main customer groups. 3.3 Assess the need for particular platform functions to service customer and organisational requirements. 3.4 Identify functions which present a risk to customers.
4. Identify suitable social media and online platforms.	4.1 Identify factors that contribute to choice of social media and online platforms to meet particular business needs. 4.2 Identify and rank a range of suitable platforms to meet different and complementary business needs. 4.3 Update knowledge regularly to identify new platforms and changes to known ones.

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 unfamiliar information of varying complexity.
Writing skills to:	■ produce notes, summarise and record information in basic documents such as information sheets, portfolios and files.
Numeracy skills to:	■ interpret basic statistics on the popularity and reach of social media and online platform categories and brands.
Learning skills to:	■ proactively seek information to update knowledge of social media and online platform changes and emerging ones.

Technology skills to:	■ use computers and the Internet to search for information.
UNIT MAPPING INFORMATION	No equivalent unit.
LINKS	Link to Companion Volume Implementation Guide to be inserted.

TITLE	Assessment Requirements for OSM002 Identify social media and online platforms

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:
	
	■ source and collate information in a portfolio on:
	  ○ three different types of social media categories and provide brand examples for each type
	  ○ three different types of online platforms and provide brand examples for each type
	
	■ for each of the above types, provide an overview in a written or verbal report on:
	  ○ the popularity of the different categories and reach of the particular brands
	  ○ the basic demographic composition of key audiences for the different categories and brands
	  ○ the key functions provided by the social media and online platforms and how an organisation would use these functions to benefit the organisation
	
	■ for a particular industry or organisation, identify two suitable social media and one online brands and provide reasons for selection in a written or verbal report that covers:
	  ○ how the industry or organisation's target customer is a match to the demographic composition of key audiences of the social media and online brands
	  ○ the particular functions that suit customer and organisation characteristics and needs
	  ○ what types of customer information may be sensitive and how the functions protect this information
	
	■ source and present information on one emerging social media or online platform, or a change that is proposed for an existing platform

| **KNOWLEDGE EVIDENCE** | **Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:**

■ what is generally meant by social media; key definitions
■ the main categories of social media and online platforms, how they differ and what they are used for:
  ○ social networks
  ○ review networks
  ○ media sharing, photos and videos
  ○ micro blogging
  ○ blog comments and forums |

- social news
- book marking
- online platforms for:
  - information dissemination
  - discussion between group members
  - education
  - recruitment

- examples of particular brands within the different categories
- the popularity of different categories and reach of particular brands, at an overarching level of understanding
- basic demographic composition of key audiences for different social media and online platform categories and brands:
  - gender
  - age
  - education and employment status
  - household or individual income
  - location

- how a range of particular audiences engage with social media and online sites generally and with organisation- based sites in particular; typical habits, attitudes, behaviours and expectations
- functions provided by social media and online platforms:
  - uploading and downloading information
  - chat facilities for provision of information
  - reply facilities for customer commentary
  - discussion facilities for specific groups
  - security of private and financial information
  - provision of data

- functions provided by social media and online platforms and how to identify those:
  - used for purely social interactions and largely irrelevant to business purposes
  - useful to general business functions

- how organisations use social media and online platforms:
  - marketing and advertising
  - creating relationships and brand loyalty
  - information dissemination
  - business and marketing planning
  - collecting data for various purposes including product development, dissemination of targeted information and advertising content

- specific to the particular industry:
  - range of products and or services provided, at an overview level
  - key customer groups that utilise those products and or services and their basic demographic characteristics and needs
  - particular brands of social media and online platforms in popular use
  - functions of social media and online platforms that can be of particular use in engaging industry's customers
  - any specific risks that apply to using particular functions, including storage of sensitive information and risk of revealing this information publically

- factors that are relevant to choice of social media and online platforms for an organisation including:
  - main brand audience and match to organisation's customer groups
  - availability of functions that meet customer groups' needs and business requirements

- methods that can be used to monitor trends in the use of current platforms and to identify emerging platforms:

	○ monitoring usage data and sudden upsurge or downturn in use ○ media reports of problems or issues with brands ○ media and provider reports of emerging platforms ○ reviewing competitors' use of social media and online platforms.

ASSESSMENT CONDITIONS	Assessment must ensure use of: ■ computers or mobile devices and the Internet to source information ■ a range of social media and online websites. 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 implementation of social media and online tools 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.