SKILLS SET	Understand the use of social media for business purposes
DESCRIPTION	A set of skills to identify the use of social media and other online platforms for business purposes, and to identify the ethical and professional standards required to use these platforms in an organisation or business. This Skill Set is designed for use across industries.
PATHWAYS INFORMATION	Achievement of these units provides credit towards any Training Package qualification containing any of 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
	OSM001	Identify social media and online platforms
	OSM002	Maintain ethical and professional standards when using social media and online platforms

TARGET GROUP	Self-employed individuals, and owners and employees of any type of micro, small, medium or large organisation that utilises social media and online tools for customer engagement including commercial, not-for-profit and government organisations.
SUGGESTED WORDS FOR STATEMENT OF ATTAINMENT	These units of competency provide a set of skills to identify the uses of social media and other online platforms for business purposes, and to identify the ethical and professional standards required to use these platforms in an organisation or business.